

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXI.

NEW YORK, OCTOBER 13, 1897.

No. 2.

## The Statue on Philadelphia's City Hall

looks down upon one of the most prosperous municipalities in the United States—a city where people own their own homes and buy the best of everything.

New Haven  
**STATE LIBRARY,**  
OCT 12 1897  
No. ....



BOOKS  
OPEN  
TO ALL

## The Philadelphia RECORD

is the leading paper of this great city, and it reaches the people in their homes. More than this—with its immense daily and Sunday circulation it carries the announcements of its advertisers to hundreds and thousands of families throughout the entire Middle State district.

*Average Circulation for 1896:*

DAILY EDITION **170,402** For Rates and Information address  
SUNDAY EDITION **124,234** THE RECORD  
PUBLISHING CO.  
PHILADELPHIA.

*The  
Local  
Weekly's  
Influence  
is beyond  
Compute.*



It reaches every person in the house—family, visitors and help. All read it.

It is, in a majority of instances, their only source of information.

They follow the lead of its editorial opinions, and spend their money with those who advertise in its columns.

No other publication can induce them to transfer their allegiance.

They ever remain loyal to their own local paper.

1,600 local papers are combined in the ten divisions of the  
Atlantic Coast Lists.

Located in New England, Middle and Atlantic Slope States.

Half a cent a line a paper per insertion for transient advertising.

Quarter of a cent if 1,000 lines are engaged.

Catalogue and estimates for the asking.

**ATLANTIC COAST LISTS,**  
**134 Leonard Street, New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 26, 1891.

Vol. XXI.

NEW YORK, OCTOBER 13, 1897.

No. 2.

## THE BUSINESS OF A NEWS-PAPER.

By *J. Lincoln Steffens*.

The executive heads of some two-score of the great newspapers in America, "talking shop" on a railway train last spring, spoke of their properties as factories, and when the editorial department was mentioned discussed "their traffic in news," and likened the management of it to that of a department store. White paper was the raw material which was bought in bulk by the ton to be sold at a profit retail, and the price and quality of the several brands was the favorite topic of conversation. The machinery by which it was prepared for the market was interesting; circulation and advertising were fascinating subjects, too delicate and dangerous, however, for easy chat. Public questions were not once raised, and editorial policies might never have existed. These men were the publishers and business managers and proprietors of newspapers, not editors and writers, but they "ran" their papers; they represented "the press." Journalism to-day is a business. To write of it as such is to write of it as it is. In the editorial rooms the comparison with the department store is borne out in principle and method. The managing editor aims to supply the wants of all sorts of people, and the variety of interests handled there is divided into departments, each with a sub-editor; the foreign news, with a cable editor; the national and State news, with a telegraph editor; the local news, with a city editor.

The man who paid a paper bill of \$617,000 expended altogether that year more than two millions of dollars. He has a morning and an evening paper, and he employs 1,300 men and women, besides twice that number who serve him at occasional critical moments. His stock in trade—the news—is collected from all over the world. The course of his business

affects and is affected by every interest in the civilized world, and he has connections in two or three, often conflicting, capacities with all the businesses in the community where his paper is published. To conduct such a business requires expert skill. The methodical expenditure of so much money is difficult enough, while to do it and make a profit is a financial operation of the first magnitude.

The magnitude of the financial operations of the newspaper is turning journalism upside down. There are still great editors whose personalities make the success of their organs, but, always few, the number of them has not increased with the multiplication of newspapers. Then, too, the old editors die. Their heirs, seldom inheriting the brains with the business, turn it over to financial manager to maintain it for the income he can produce. If there is no heir, and the property is sold, the price is so high that business men who have become capitalists in other businesses, not writers, are best able to acquire control. Newspaper men see the drift of their profession into commercial hands.

When a commercial journalist sets out to build up a newspaper he does not have an ideal before him. He does not say to himself that modern journalism is bad, that there is no paper in the world that is perfect, and that the way it ought to be is thus and so. I met a dozen men who had begun with their papers during the last fifteen years, some who had succeeded within five years, and their stories were all alike in essentials. They had picked up the business in the news or business departments. While they were doing that they were studying the field. Just as a thrifty grocer's clerk goes around, not with ideas of the sweetest butter and the purest sugar in his head, but with savings in his pocket, and a clear notion of the peculiarities of neighborhoods, and picks out a vacant corner in a residence dis-

## PRINTERS' INK.

trict, so the would-be newspaper publisher seeks a place. If there is a chance to open a store on Fifth avenue, the grocer may undertake to stock fine goods, otherwise he will be content to supply the Third avenue trade.

Every city of the first rank has some example of quick success, and the most recent are evening papers, showing that there has been a movement in that direction. The field has been neglected till the rise of the commercial spirit and the fall of the price of white paper opened it. The old journalist, though he valued his dividend, aimed primarily at power. He strove to make a great organ. The old evening paper was high in price, small in size and circulation, and its influence, often powerful, was not popular. It had no attractions for editors with an ambition for democratic power. It was the commercial journalist who saw the possibility of a popular evening paper. The readers existed. More people have time to read in the evening than in the morning, and, what was still more vital, papers bought on the way home were carried into the family. That insured him advertisers, business. It is not to be wondered at that the evening newspaper field has been oversown with penny papers.

The only sound sources of income for a newspaper are from the sales of it and from the letting of space to advertisers. The circulation is the measure of the earning power ordinarily, for that brings in the wholesale price and is the basis both of the amount and the charge of the advertisements. The publisher's most constant care, therefore, is the circulation. The ideal would be universality within the limits of daily delivery. Since no paper in a place of any size has ever approached it, however, the first thing to be defined is the character of the circulation to be sought. If the publisher has an established paper with a field that he proposes merely to extend, the lines along which he can work are laid out for him, and he studies the class of readers he has in order to reach out for more of the same general kind without losing those that he has. This is a very delicate undertaking.

It is pretty generally recognized now that a newspaper has to print the news. Even the old organs of class and political prejudices, which rely for their standing upon their edi-

torial and literary articles, find it necessary to keep up a news service. They did not always do so. Papers with a small clientele could not afford to spend what it cost to get much news till the development of the wholesale news collecting business made a good service comparatively inexpensive. Now the poorest country paper can have all the important news of the world every day in as little or as much space as it cares to order and pay for. The organization that makes this possible is so commercial in form that it is often called "the newspaper trust." It is the Associated Press, which, to use its own description of itself, "is a mutual organization of newspapers having for its object the collection and distribution of the important news of the world." The origin of this great machine was the combination in the forties of two keen New York newspaper proprietors for the purpose of extending their news service in directions that were very expensive. They could hire one boat instead of two to go out to sea to meet the ships from foreign ports, and sift the news and prepare it for the press by the time they got ashore. But from that it grew along the line of routine news, the papers in the agreement supporting one reporter at a point where intelligence that was best when colorless was constantly forthcoming and where competition was costly and not at all showy. It is the beginning of a monopoly; under the circumstances, a beneficial rather than a harmful one, for it tends to restrict the "individuality" and the bias of opinion and taste to other than the news pages. And if there were space to go into the organizations that supply in bulk "special" reading matter, anecdotes, descriptive articles, stories and serials, the sameness of third and fourth-rate papers everywhere would be accounted for, but the improvement with financial success of the matter distributed would show commercialism bearing another boon to the commonplace man.

That, however, is not the view of the enterprising individual publisher. To him the improving quality of the output of the "literary syndicates" is no inducement to depend upon them, for the equality with other papers is deadly to competition, and the matter-of-fact monotony of the "A. P.," as he calls the Associated Press reports,

though indispensable, are only the basis of his news service. His object is not to inform the world. Neither is that what his readers expect of him. The theory which underlies the methods of conducting the business is that most people buy a newspaper for a sensation. When a man opens his paper he wants a surprise—shocks, laughter, tears. If it were something to think about that he wanted, the best commodity to offer for sale might be editorials, essays and important facts. But the commercial journalist, after studying and testing his market, is convinced that his customers prefer something to talk about. "What good does it do me," said a successful manager, "to send a man off in a day dream? I might as well put him to sleep. What I want is the reader who likes to talk, and then I want to set him talking; to make him turn to the next man and ask him if he has read something in my paper. That advertises the paper and sells it, which is the thing I am after."

"Why do you go into crime in this city?"

"Because," answered the Boston newspaper manager, to whom the question was put, "the Boston people like it as well as New Yorkers do."

"But you seem to avoid scandal?"

"We have to be pretty careful about that, for while it would increase the circulation it would lose me a small class of readers who are worth a good deal to some of our advertisers."

The most approved method of getting news suited to the assumed predilection of the readers is to have it collected by the paper's own correspondents and reporters, of whom the enterprising publishers have large and expensive staffs. Through them the managing editor reaches out for news that no other paper has, for "beats" which are believed to be one of the most effective expedients for increasing the circulation and prestige of a newspaper. An exclusive story is supposed to cause talk, to suggest purchasing to the man who has it not, to mix up generally in discussion the paper and its "beat," and, best of all, perhaps, to instill in the reader interest and pride in "his paper's" triumph.

While the managing editor is organizing his various departments, the publisher goes to work upon the business office, beginning by selecting a chief who is to superintend down stairs. He

appoints a business manager, whose duties are not only, as in the old days of journalism, to reap what the editorial staffs have sown, but to push the business of the paper in all directions. The work is divided into departments here also: the composing, press and stereotyping rooms, with foremen in charge; the delivery department, with a superintendent of delivery and his lieutenant, the superintendent of the mailing-room; the counting-room; the advertising department; and the circulation department, with the circulation manager.

The circulation manager of to-day is so new that not much is known about him, and on some papers he is not distinctly differentiated from the superintendent of delivery, out of whom he evolves. He embodies that phase of the spirit of commercialism that is called "push." As the manager of a high office building goes forth in search of tenants, and as the bank president, in more dignified mien, invites depositors to patronize his institution, so the circulation man in the newspaper business sends out his agents to "drum up" readers. It is slow business to let the worth of the paper win readers on its merits. The managing editor might put out a sensation a day without many people being aware of it. A modern circulation has to be worked up by artificial means, and so important is this function that the man who does it is paid the salary of an editor. When the paper is a new one his work is general. He placards the town with posters, runs out his brightly painted delivery wagons, and offers premiums to the news-dealers to dispose of the paper, even if it has to be given away. Copies are sent free to any address the manager can procure, and sometimes he is able to buy the subscription lists of his rivals. It is not enough, however, to drop free papers at a man's front door. The householder's attention should first be called to it, so small army of solicitors is dispatched to a neighborhood to go from house to house telling people about the features of the paper, which any shrewd man or woman can see will be attractive to the individual addressed. Then when a promise has been exacted to try the paper, it is delivered by the newsdealer at the manager's expense for a week. The results of this method are always satisfactory. Circulars sent by mail are not so good, but they are less expensive, and are by

no means useless, especially when they are supported by guessing, luck and lottery schemes, mystery stories, chromos and other such devices, described in the announcements distributed and carried on in the columns of the paper. More enterprising are offerings of trips around the world, and a very telling advertisement is a bicycle parade, with prizes for the "best lady's costume," the most comical, the best riders of each sex, etc. It is necessary, as in the news department, that new schemes shall be planned, for the old ones lose their effect by repetition. The "chromo with every number" is one that a circulation manager said had been done till people seemed to have lost the taste for such pictures. The mystery story had failed because it required a discrimination in favor of the intelligent few, to guess how the plot would turn out. The art poster was merely a fad, a manager said who stopped using it as an advertisement, and he preferred something more striking and insistent, like the circus bill. But all these methods are crude, and are resorted to chiefly to start the paper.

The finer work comes with the increase of circulation, when the manager is endeavoring to attract the readers he has missed in the first rush of business. He studies his subscription lists, talks to the delivery superintendent and canvasses among the news-dealers to find out where his sales are small. If one suburb or neighborhood is behind the others, he reports to the managing editor, who sends there a correspondent to write it up. When a sensational story is secured in the place the circulation manager is notified, and he arranges with the delivery department to have a score of boys go there with great bundles of the paper and cry it about the street, calling especially the "scare heads" of the local piece of news. Before them, if there is time, the solicitors have spread the reports of the "great story," and after them subscriptions are drummed up or the news-dealers are induced to make extraordinary efforts to continue the sales. In much the same way the population of a town is analyzed in comparison with the subscription list, to ascertain what classes have been untouched by the general canvass. If the sporting men have not been buying the paper, the sporting department is improved, perhaps reorganized with a new sporting editor taken from the paper that has

the most readers of that class, and the circulation manager has to find a way to let the change be known.

The limit to all these expedients of the circulation manager is in the advertising department. A business manager whose circulation man set out to secure for him the readers of sporting news in New York City, gave a page to the subject which had formerly had only half a page. He succeeded. But when he reckoned the gains he found that he had added not more than 10,000 to his circulation, which was not enough to pay for the increase of space. It was out of proportion to the space allotted to "Woman's Realm," for example, and brought in very little revenue from advertisers. This manager let the sporting men go and cut their department down to the original size. The advertising manager objects also to the use of many of the circulation manager's schemes as bad examples to his clients, who say that if billposters and circulars are good for a newspaper they should be good for soap. The two departments clash sharply on the Sunday paper, which has been a strong factor in increasing the circulation. It became possible to publish an edition of great bulk when the price of white paper declined under improved processes of manufacture, and the Sunday paper was developed as a means of advertising the business. The managing editor was able to concentrate upon one day's issue the various features he had not time for during the week, and the circulating manager saw in it an opportunity to make an entering wedge for increasing the total number of readers. To him it was a medium of advertisement for the daily. The manager of the advertising department rejoiced at first with the rest, for his clients, the advertising shopkeepers and professions, saw quickly the value of the Sunday paper with its leisurely readers, and their patronage was tremendously profitable. But the circulation grew so far beyond that of the daily, and was so much more effective for business announcements, that the revenue of the daily fell off more in many cases than the Sunday paper had gained. The advertisers concentrated their resources, in disastrous imitation of the news, circulation and business managers of the papers, and the curtailment of the Sunday edition is a step very seriously considered in all advertising departments.

No newspaper can live without the revenue from advertisements. A circulation of 100,000, which in a one-cent paper that is sold to dealers at fifty or sixty cents a hundred, brings in \$500 or \$600 a day, pays only for the white paper, the press and the composing-room expenses, and part of the cost of delivery. All the other charges and the profits have to be earned by space-leasing to other businesses. Anything that touches this spot, therefore, reaches the quick. And everything touches it. In commercial journalism it is the very soul of the concern. So well understood is this by laymen and journalists that the degeneration of the profession is ascribed to it, and it is believed to be an insurmountable obstacle to future improvement. I did not find any reason to despair. On the contrary it was when my inquiry took me into this department that I came first upon business considerations that are bound in time to check the excesses of sensationalism. The character of the circulation begins to be looked to there. The space let to advertisers is charged for on the basis of so much a line for a thousand readers. But the papers with the largest circulation do not receive the highest rate per line, because the merchant knows that the readers of sensationalism are not the best class of customers; that is to say, they are not the people who are able to pay the best prices for goods, or to buy the best and most profitable qualities of his stock. The paper with a small circulation may be the most remunerative to the advertising trades. The manager of the advertising department of a newspaper opposes any features that are likely to keep the paper out of homes.

More significant for the future, however, are the principles that govern advertising in its relation to news space and editorial independence. The advertiser is a shrewd, selfish man, who realizes his power over the press, and he is insatiable in his demands. When he comes into a newspaper office he wants to stick the name of his bicycle or his patent medicine into the middle of some important news. If he is not permitted to do that, he would like to have it next to reading matter or at the head of a column. That granted, he asks for the most conspicuous place on the first page, covering preferably two or three

columns across the top. Then he wishes to insert a "reading notice," an article printed without any mark to distinguish it from news. If he were allowed to have his way he would deflect the editorial page and make the news pages of all papers like those of Boston, which are the worst in appearance in the country. They let out half the first page to the highest bidder, keeping for their own scare heads only the part that lies uppermost on the news-stand; they break the news articles for advertisements and make the reader follow a story through three and four disorderly pages over shoes and under tooth-powder; they print "reading notices," give "puffs," and permit a firm to make up a page recommending its wares in typographical imitation of the editorial page. It is a curious fact that the other extreme, good taste and high business principles in dealing with advertisers, is in the business offices of the Chicago newspapers.

The temptation to let the advertisers have their way is hard for a business manager to resist, as they are always willing to pay well for an unusual concession. But he does resist it, and the tendency to restrict them is growing with every year of the experience of the business man in journalism, and with every step he takes toward complete control. The progress is more marked in this department than in the others, and it is acknowledged that the best paying papers are those that are the strictest with their advertisers. The fact that the basis of his right ethical conclusions is commercial is all the better as an assurance of permanency.

The growth of commercialism pure and simple has been toward improvement, and the betterment, though attributed by a most estimable publisher to skill—to the knowledge and use of a greater variety of methods—is instructive to the more unscrupulous and less expert managers or publishers. Success along lines chosen for business reasons appeals to business men. A hustling proprietor who said he had tried all the "Boston methods," and failed because another fellow came along and started a decent paper which got all the readers away from him, held the attention of his fellow-publishers for an hour one night, and when he finished talking, they said that he was right, "only just

a little ahead of the procession." This man was understood. His motives are common; his ideas will be pondered, and whatever he does will be watched, with a chance of imitation. Should he succeed, his influence would affect newspapers all over the country.

He maintained that it paid in the long run to conduct every part of the paper for the readers. The advertising columns must be a directory. No announcement should have a "preferred position" of any sort. The dry goods advertisements should be together by themselves; the boots and shoes should be grouped; and so on with each trade and want. This classified arrangement was right not because it was orderly and a protection of the reading matter from distasteful foreign subjects, but, as this manager said, to make his paper an effective advertising medium, a paper in which a man who sought something could find the address of the shop that sold it. That this was good business he illustrated by recounting how he inserted for a dealer one day a special sale of a particular kind of chair, and then on his way home stopped himself to buy one. They were sold out. The announcement had been put simply and briefly in its class, yet 1,700 of the chairs had been bought by readers who had seen that one notice. If he had allowed his advertisers to break up his pages in their eagerness for conspicuousness, more unwilling eyes would have caught sight of the advertisement, but not so many readers would run over his business directory every day. The same principle has been followed by a small one-cent evening newspaper in Chicago, which makes a profit of half a million dollars a year, and, though the plant of this paper cost half a million, it was all paid for out of profits; the original investment was only a few hundred dollars. The most profitable newspaper in the country is a three-cent daily that has made itself so effective as an advertising medium that thousands of people who do not read it use no other paper for that purpose.

When a newspaper has reached this point it is past the stage where it is a mere business. It is spoken of as a property by the rivals who are striving to establish themselves on a similarly firm footing, and the word is full of meaning to them and to everybody in-

terested in journalism. It contains the commercial ideal of a newspaper.

The basis of the ideal is, strange to say, the old newspapers built up by the editors of earlier days, who, by their forceful personalities, gained a hold on their readers that death can not shake off. The children of the readers cling to the paper of the children of the founder. This makes the old organ a property. Its earning power may be comparatively small, but it is sure, the expenses are low, and the "good name" can be sold at a moment's notice. Many men would bid for the honor of owning it, whereas very few would seek the proprietorship of a sensational newspaper. Few businesses are quite so precarious as journalism, for there is nothing tangible about it. The plant of a newspaper that is earning a good dividend on ten million dollars, is actually worth not half a million, and its value may be reduced to this by the competition of a younger, more energetic rival.—*Scribner's Magazine*.

#### SHORT STORY MAGAZINES.

An *Evening Post* reporter recently interviewed the manager of one of the largest distributing news agencies in America, and elicited the following facts referring to short-story magazines:

The reporter asked him about novelties in periodicals, especially short-story magazines. "Are they popular?" was the question. "Some of them," he answered. "*The Black Cat* is doing exceedingly well; so is the *Pocket Magazine*. Much depends on how they are gotten up, as well as how they are edited. The appearance must be prepossessing. The stories may be good selections and the advertising may have been judiciously placed, but if the cover and the form and the type are not attractive, the contents won't sell the magazine. An editor with taste, an advertising agent who is clever, and a printer who knows that printing is an art, are three requisites to starting a successful magazine of any sort. At the start one never can tell whether it will succeed or fail. I have been many years in the business of selling periodicals, but I never know, any more than the publishers of a book know, what is going to take the public fancy, and what is going to lie stale and unprofitable on the stands."

#### AN AD SCRAP BOOK.

Take a sheet of heavy express paper; fold it lengthwise and crosswise; use it for the cover. Then take a quire of manilla wrapping paper, 24 x 36, and fasten it to your cover with about five brass paper-fasteners. Cut out all of your own ads, and all others that strike you as being good; date them and put the name of the paper on them, and paste them into your scrap book. When one book gets full make another. Don't fail to paste in the ads of your competitors. From this book you may "check up" your ad bills and know that they are right; and you'll find it a "mighty handy thing" to have around when you have to get up an ad.—*Ads.*

THE CIRCULATION  
OF  
**The Sun**

in New York  
is double that of the *Herald*, and  
far above the combined  
circulations of the *Herald*, the  
*Times* and the *Tribune*.

**The Sun's**

CIRCULATION

has now for several months been  
at the highest level it  
has enjoyed in 15 years, or  
since the period  
in which it was the only 2-cent  
newspaper printed in  
New York.

## BEGINNING TO ADVERTISE.

*By Chas. Paddock.*

First attempts at anything are generally amateurish. We all have a tendency to "get rattled" under new conditions and in strange situations. The new advertiser may be pardoned for making mistakes. You can't "rehearse" the advertising business like you can a play or a recitation. You have to begin in earnest, and it will cost you money whether you do it right or wrong.

But there is a right and a wrong way to begin, and the new advertiser who does not know the right way should make inquiries of more experienced friends. It is much better to ask questions at first before the trouble begins than to ask them later, when much good money has been ill spent.

No matter what media or methods you are going to try, the first point to consider is how to reach the most of the people you want for the least money. Not merely the most people, but the most of those whom your goods are likely to interest—the others are of no use to you. If the newspapers can reach them better than circulars, put a trial ad in the papers. If you think circulars will reach the particular people you first want to interest, try the circulars. In either case spend a little, and concentrate your effort on one locality, so as to make an efficient test.

If you can tell a short, plain, truthful, interesting story about what you have for sale, write your own ads. If you can't, get somebody who can put your ideas into good, convincing English, and pay him to write them—that is, hire him to do the work, but don't make the mistake of letting him hire you as a private banker, willing to pay out money for the privilege of being "bossed around," and told that you know nothing about your own business. Do not lose sight of the fact that the advertisement writer is your employee, not your employer.

Do not be foolish enough to expect to make a fortune immediately. Successful advertising is a plant of slow growth, and it is a dangerous experiment to try and force it. When your field grows larger it will need more of your attention and care. Results will want close watching. If there be a falling off of sales in one particular district, there must be a reason for it. Find out the reason and apply the remedy. If sales be particularly good in

one territory, find out what makes them so, and endeavor to apply the same conditions to places where the sales are not so good.

Deal honestly with the people if you expect them to deal permanently with you. It is a good policy to tell the demerits as well as the merits of your goods, and to do it from the first before the public finds them out. Such a confidence will beget a confidence which you will enjoy in the future.

If you have competitors, don't appear conscious of it—anyhow, don't stoop to notice them in public print. Such mention helps them better than it helps you. Talk of yourself, your goods, your prices, your methods, but say not a word about your rivals.

If you are rewarded with early success be thankful, but not conceited. Don't attribute the success to your superior knowledge of advertising. It may be the result of accident, and perhaps it will be but temporary. Rather persevere in your success and strive to make it permanent. Learn all you can about what others have done and are doing in the way of successful publicity. No man ever knew too much about advertising, and beginners can't expect to be experts anyhow.

## A "DODGER."

The Atlanta (Ga.) Weekly

The Atlanta (Ga.) Weekly  
**Constitution**  
**HAS 160,000**  
 Guaranteed Circulation of each issue.

Office of STANLEY DAY,  
 General Newspaper Advertising.  
 NEW MARKET, N. J., Sept. 28, 1897.

Editor of PRINTERS' INK:

Some months ago I applied for (but did not get) a statement of circulation of the *Weekly Constitution*, of Atlanta, Ga., but was informed that they never supplied such information; subsequently in *PRINTERS' INK* this was confirmed in a reported interview with Mr. C. C. Nichols.

A change of heart seems to have occurred, as per inclosed dodger stating: "The Atlanta (Ga.) Weekly Constitution has 160,000 guaranteed circulation of each issue."

STANLEY DAY.

A statement without date or signature may be a truth pure and simple, but when such a statement concerns the weekly issue of a weekly paper it is more likely to be thought what Mr. Day calls this one—A Dodger.

# "Inspiration and Example."

[*Editorial in PRINTERS' INK, October 6, 1897.*]

It is generally recognized that the *New York Times* has undergone a marked increase in circulation within the last twelve months. This is noteworthy when it is recalled that the past year was one of the most disastrous in the history of American newspapers; when those who did not suffer heavy losses in circulation deemed themselves fortunate in being able to hold what they had. When the present publisher of the *New York Times* assumed the direction of its affairs, he did not find the circulation in a healthy condition. He was deterred from employing gift enterprises by reason of the special character of his journal and the discriminating clientele it already possessed, as such a course would alienate the support of the *Times* readers. The giving of premiums, guessing contests and schemes of this kind which are adopted by many newspaper publishers as inducements to increased circulation were devices out of the question so far as the *Times* was concerned. Such offers would not only fail to secure new readers for such a paper as the *Times*, but they would drive away the old ones.

So the management proceeded to improve the paper in order to make it more desirable. Trusting to an intelligent public to appreciate high standards, it introduced better paper, better press-work, more suitable type, a greater variety and a better quality of contents, and above all, strict insistence upon absolutely trustworthy and impartial news reports, and a rigid maintenance of its apt motto, "All the news that's fit to print." These were the things offered to secure more readers, and that this plan had succeeded there is no doubt. The increase in circulation has been due to the merit of the newspaper and the public's appreciation of the fact. In this respect the development of the circulation of the *Times* is remarkable in the history of American newspapers. We do not recall an instance where notable gain of circulation was secured in so short a time except by catch-penny schemes. The result illustrates strikingly what may be accomplished by a clean, progressive newspaper. To build up by such methods is an inspiration and example to decent journalism everywhere.

American journalism presents no more striking example of the growth of a newspaper's circulation, along the right kind of lines, than is afforded in the record of the NEW YORK TIMES for the last year.

# The New York Times

"All the news that's fit to print."

## PARKINSON, PHOTOGRAPHER.

Most of the photographs which PRINTERS' INK. receives for reproduction bear the imprint of Parkinson, the New York photographer. In 1896, when the Little Schoolmaster published pictures of the special agents, fully three-quarters of the photos furnished had been made by Parkinson. Curious to know just by what means of advertising this photographer had secured his apparently large following, the Little Schoolmaster wandered into his pleasant den one afternoon, and asked for light on the subject. Parkinson's studio, by the way, is on the top of a building on the northwest corner of Broadway and Park place, where there is always such an abundance of light that he ought to have no reluctance to give any away. However, he really didn't have an advertising story, for he had never paid for any advertising. But let him talk for himself :

"I suppose I am the only successful photographer in this city or country who has, without previous apprenticeship, not only invested his money, but done the posing of his subjects and the developing of his negatives from the outset."

"Your competitors didn't fear you much in those days."

"They didn't give me but three months to live. That was fifteen years ago, and I'm still in the swim. By the way during that three months, unexperienced as I was, I probably took more photos of the country's great statesmen than any or all of them have in all of their careers. These accorded me a sitting upon my waiting on them and cordially requesting it."

"Who among these sat for you ?

"Among others, I was visited by James G. Blaine, John A. Logan, Levi P. Morton, Wm. M. Evarts, Senators Hawley, Hendricks, Hale, Warner Miller, Gresham, Folger and other celebrities I can't at the moment recall. I might tell many interesting episodes too, but they're scarcely relevant. I took these photographs directly on life-size plates, and as far as I know was the first to introduce them in New York. Incidentally I may say that though I did not charge for the posing of these distinguished gentlemen, many of them ordered hundreds of dollars' worth from the negatives, which proves that they were certainly considered good work."

"You have a wonderful run of trade here. To what do you attribute that?"

"To three causes, which though not in the line of conventional advertising, are none the less to be classified as advertising. In the first place, there is my location, with the large signs, seen of thousands and thousands of people every day. The second is used by every photographer, but particularly effective in my case. This is my imprint on every impression. I practically introduced both the large plates and the dull finish, and my imprints were invaluable in bringing me trade



with both. And in the third place I reduced prices to a popular basis."

It may be said that though Mr. Parkinson has not done any advertising, the cut herewith is a reproduction of a large photograph taken by him. Of the large size 150,000 copies have been sold, on which he received royalty. He has adopted the reproduction as a trade-mark, and it surmounts his stationery.

Mr. Parkinson is well known, too, in musical circles, being at present the organist of the Westminster Presbyterian Church, of Brooklyn, and to this connection he ascribes considerable business.

## CRIERS AT NANTUCKET.

A unique figure on the island is the town crier. He is an important personage. A lettered band on his cap denotes his calling, and his stately and measured tread is familiar to every man, woman and child at Nantucket. His duties are manifold, for in addition to the multitude of announcements—a fresh arrival of porgies, an extra edition of the *Cape Cod Budget* or a minstrel show—which he makes up and down the narrow lanes, he rings the old Spanish bell at seven o'clock in the morning, again at noon, and at nine in the evening, the last—a signal for the natives to blow out the candle and go to sleep.—*Godey's Magazine*.

*The*  
***SAN FRANCISCO CALL***

---

(PUBLISHED EVERY MORNING IN THE YEAR)

*CONTAINS:*

The fullest telegraphic and cable dispatches;  
All the local news;  
The completest commercial reports;  
The best literary sketches and reviews;  
And the newest scientific and miscellaneous matter.

Broad in its views, liberal in spirit, aggressive against wrong, universal in its information and clean in character, it is welcome in every home.

*Daily*  
**CIRCULATION**

**50,000      50,000**

JOHN D. SPRECKELS,  
*Proprietor.*

W. S. LEAKE,  
*Manager.*

For sample copies, advertising rates, etc., address  
 D. M. FOLTZ, Eastern Representative,  
 34 PARK ROW, NEW YORK.



## THE WINNING NINE

### 1-Chicago Newspaper Union

**List.** 447 papers. Circulates in Illinois, Iowa, Michigan, Wisconsin, Indiana and Missouri.

Advertisers can use the lists together or separately, covering all or any part of the great Middle West.

### 2-Standard Newspaper Union

**List.** 105 papers. Circulates exclusively in Illinois.

Anything that country people need—

clothing, drugs, books, machinery, etc.—it

will pay to advertise NOW in this prosperous territory.

### 3-Fort Wayne Newspaper

**Union List.** 186 papers. Circulates in Indiana, Ohio and Michigan.

The crops have been harvested and have

brought good prices. The farmer has money. His trade is worth having. Why not make a bid for it?

### 4-Sioux City Newspaper Union

**List.** 226 papers. Circulates in Iowa, South Dakota and Nebraska.

We offer you the *surest* to more than a

million country homes.

### 5-Milwaukee Newspaper

**Union List.** 122 papers. Circulates principally in Wisconsin.

Catalogue and rates on application.

### 6-Wisconsin Publishers'

**Union List.** 56 papers. Circulates principally in Wisconsin.

Chicago  
Newspaper Union

### 7-Indiana Newspaper Union

**List.** 218 papers. Circulates principally in Indiana.

New York : 10 Spruce Street.

### 8-Sioux City Independent

**Union List.** 174 papers. Circulates in Iowa, South Dakota and Nebraska.

Chicago  
Newspaper Union

CHICAGO : 87-93 South Jefferson Street.

### 9-Nebraska Newspaper Union

**List.** 80 papers. Circulates principally in Nebraska.

## PLUCKED FROM NEW YORK ADVERTISING COLUMNS.

Sunday is the New York advertisers' feast day. The advertising spread in last Sunday's New York papers was remarkable. Led on by its profusion, we plucked from it here and there, bits of color with which we make a patchwork that may interest, possibly instruct, our readers.

It should be understood that New York advertising men are a busy class. Their life is a constant grind. We marvel sometimes that they have any originality left, and wonder where they get their daily inspiration.

If we found some peculiarities, it was because we were looking for them and nothing else. We weren't writing the ads. If we were it might be different.

Macy's advertisement says: "We sell goods cheaper than any other house." Now, that is a bald statement that any concern is free to use, and is absolutely weightless unless supported by the facts. Macy follows it with: "Why?" and gives reasons:

"Because small profits satisfy us.

"Because we buy for cash; we sell for cash; we ask no credit; we give no credit.

"Because we have a china factory in Limoges, France. We are the only retail dry goods house that has. No profit to the middleman.

"Because we have a laboratory at 799 Greenwich street, New York City, for the manufacture of perfumery and toilet requisites. We are the only retail dry goods house that has. No profit to the middleman.

"Because we do not give discounts to dressmakers, shopping agents, coachmen or any one else. Most houses give such discounts, and this, in connection with their credit system, compels them to sell at much higher prices than we do.

"Because as we give no credit we incur no bad debts, and do not have to cover losses made this way, nor to earn the expense of a special bookkeeping department for credit accounts by charging high prices for our goods.

"Because we have a harness factory in New York. We are the only retail dry goods house doing this. Our prices are from 20 to 40 per cent lower than regular dealers'. No profit to the middleman.

"Because we have a ladies' under-

wear factory in New Haven, Conn. We are the only retail dry goods house manufacturing the ladies' underwear it sells. No profit to the middleman.

"Because we have a shirt factory in Poughkeepsie. We are the only retail dry goods house making the shirts it sells. No profit to the middleman.

"Because we have a cigar factory at 138 and 140 West Fourteenth street. We are the only retail dry goods house manufacturing the cigars it sells. No profit to the middleman.

"Because we have a porcelain works in Carlsbad, Bohemia, manufacturing table china of every description. We are the only retail dry goods house having these facilities. No profit to the middleman.

"Because we have a pottery at Rudolstadt, Thuringia, for the manufacture of figures, busts, vases, cabinet ornaments and artistic china and bric-a-brac. We are the only retail dry goods house manufacturing the goods we sell. No profit to the middleman.

"Because we have a ladies' silk waist and silk underwear factory at 138 and 140 West Fourteenth street, New York City. We are the only retail dry goods house manufacturing the silk underwear it sells. No profit to the middleman.

"Because we have a glass-cutting and china decorating shop on the premises. No other house in the world has. No profit to the middleman.

"Because we have a factory in Belfast, Ireland, the seat of the linen trade. We are the only retail dry goods store having its own factory there. No profit to the middleman.

"Because we have a glassware factory in Steinsconau, Bohemia. We are the only retail dry goods house having these goods from its own works. No profit to the middleman.

"Because we have a glass-cutting and decorating shop in Jersey City. We are the only retail dry goods house having such facilities. No profit to the middleman.

"Because we have a bicycle factory at Paterson, N. J. We are the only retail dry goods house manufacturing its own bicycles. No profit to the middleman."

Thus we see how Macy admits the futility of saying things without backing those statements with evidence.

Adams & Co.'s four-column, full length ad in the Sunday *Herald* is ruled into four columns. The intro-

duction to this ad is broken into four spaces across the top by the column rules, and is set to read straight across the full width, the interruptions made by the rules, coming as they sometimes do in the middle of a word, making it a task to read it. At the first glance one is bothered to follow the story.

Other portions of the ad read in column-wide space, some in two-column wide, split in two by a column rule. One has to be mightily interested in such an ad to pick it out.

To illustrate what a mess it makes of an ad, we give a few instances of how the rules chop up words: "dr-aw," draw; "th-em," them; "na-me-plate," nameplate; "work-mans-hip," workmanship. Such a slobbering style of setting would make a mess of the best ad in the world.

It would have been as easy to set the ad so it could have been easily read, as it was to make a puzzle of it. The paper isn't to blame for its rules. The ad man, if he couldn't break them, should accommodate himself to them.

Bloomingdale's ad says: "The pick of this world's merchandise at prices impossible to other houses." Why so impossible it doesn't say. It goes on to say that "Goods bought cheaper can be sold cheaper! And 'Greater New York's greatest store,' with its ability, activity and vitality, certainly buys goods cheaper than any other house on earth."

It is the policy of the house to advertise in this way, and rest its case on the claims to cheapness. We wonder if it is the best way?

It might be, if the claim was an undisputed one, but there are others who lay claim to the same advantage, and one, as we have shown, follows it up with good reasons why.

One danger of this intense advertising is the difficulty of keeping it up.

"Our prices are much below what most merchants are obliged to pay for goods at wholesale." This may be the unvarnished truth, but in the absence of particulars it sounds queer; and it is risky business to tax the public's credulosity too far, even with a surprising truth.

Bloomingdales advertise their second annual baby show for Sept. 20th. They say: "100 beautiful and valuable prizes will be given, the awards to be made by judges selected from the leading New York newspapers.

"This is the method of entering:

Bring the baby's photograph (taken this year) to the manager of Bloomingdale's Baby Show, sixth floor, Fifty-ninth street building—take elevator. Write with ink on back of the photograph the name, address, age and weight of baby."

For weeks the Bloomingdales have been carrying on what they term "the great trade sale of the world." This head-line is strikingly illustrated in Sunday's papers, with a representation of Fame, laurel crowned, trumpet to her lips, clasping the world as she announces this great sale. It was a remarkable illustration, six columns wide.

Apropos of illustrations: Siegel-Cooper Co. embellished their anniversary ad with an illustration, a full page wide and nine inches deep, showing the "big store" surrounded by crowds of people, while a gigantic Father Knickerbocker with outstretched hand, approves. Striking illustrations are also a feature of Wanamaker's ad opening the season.—*The Dry Goods Chronicle*.

## Eighmie Patent Shirt



### A NEW WRINKLE

not possible. A shirt that fits as though made to order and always retains its laundered shape. Those who try one are not satisfied with any other.

**Absolutely Free Trial.**—If your dealer won't supply you, we will send a sample unlandered shirt anywhere, express paid, and a regular of \$1.00. Wear it forty 40 days and return it. If it has not been entirely refunded. Give size of collar and length of sleeves.

**THOMAS & CROMWELL,**  
139 West 127th Street. New York City.

A CORRESPONDENT OF PRINTERS' INK sends this ad, and says:

I think this is a good sample of a poor ad. It begins by saying "a new wrinkle not possible." What does that mean? It seems to me the idea of the whole advertisement is to tell you that there is some "wrinkle" about this shirt which should make you buy it in preference to any other. Yet it gives you no information whatever as to where the difference consists, and the picture certainly does not enlighten you. I do not see how the ad can be expected to bring even a single order.



Built, owned and occupied by

**The Daily and Twice-a-Week**

## **SPOKESMAN-REVIEW**

The only morning paper in Spokane, Wash. Its field, which is the richest in the West, extends 300 miles in every direction from Spokane. It includes the gold and silver mines of British Columbia and Idaho, and all the farm, fruit and cattle districts of Eastern Washington, Eastern Oregon and Western Montana.

Tool gennille 1/2gj.  
Sept. 3.

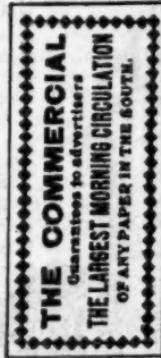
End. Printers 2nd:-  
How can some  
people blame a new-  
paper directly for in-  
proper actions when  
the good honest  
old editor ministers  
to those in Louisville  
live? Following clippings  
appear along while these  
in morning papers to  
which they are credit-  
ited

Louisville Dispatch.

Louisville Commercial.

Louisville Courier-Journal.

Herald Tribune.



Louisville Courier-Journal.

*The foregoing is a fac-simile of page 41 of Printers' Ink, September 22, 1897.*

Readers of the Louisville morning papers must have been struck with the ridiculously conflicting statements contained in these announcements.

THE DISPATCH is firmly convinced that its claim of the "largest morning circulation of any Louisville newspaper" is correct, It is convinced from careful investigation. It has a complete and accurate statement of its own and its rivals' circulation in more than 350 towns in Kentucky, Indiana and Tennessee.

The Commercial's claim of the "largest morning circulation in the South" is so preposterous that it is hardly worth attention. The Commercial has no circulation worth mentioning outside of Louisville, and it is small in the city.

The Courier-Journal's claim of "more than double the circulation of any other morning paper in Kentucky" is a monstrous lie. It is so notoriously false that no reader of the Courier-Journal believes it. On the contrary, all of its readers know how tremendous has been its loss of circulation in the past year.

Readers of THE DISPATCH are familiar with our frequent offers of \$100 to the Courier-Journal or Commercial to submit to a comparison of their circulation books with THE DISPATCH's by a disinterested committee, and know that we have never been able to induce them to accept it. They also know that time and again for months past we have offered two pages of advertising free to any merchant who could persuade them to consent to an honest count with us, but have likewise failed in this.

THE DISPATCH has deposited with the publishers of *Printers' Ink* \$500 and asks them to tender it to the Courier-Journal or the Commercial, if either of them will submit to an examination and show as much paid circulation for the past four months as THE DISPATCH. THE DISPATCH only asks that a disinterested committee, to be agreed upon, shall be permitted to examine the circulation books of the Courier-Journal first and the Commercial second, and at the same time examine THE DISPATCH's records, and make public in the columns of both papers interested the result of the investigation.

Louisville, Ky., Oct. 6, 1897.

W. E. Scott, 150 Nassau St., N. Y., Eastern Adv'g Manager THE DISPATCH.

## PRINTERS' INK.

19

New York, October 6, 1897.  
Sir—We have this day received a check for \$500 from the Dispatch Publishing Company of Louisville, which we will hand over to the Louisville *Courier-Journal* or the Louisville *Commercial*, in accordance with instructions given by the Dispatch Publishing Company in their advertisement ordered for insertion in *Printers' Ink*, issue of October 13th. We shall not, however, personally communicate with the *Courier-Journal* or with the *Commercial* on the subject. We are, GEO. P. ROWELL & CO., Publishers of *Printers' Ink*. Our obedient servants,

# The Country Editor.

VOL. 4.

COLUMBIA, MISSOURI, SEPTEMBER, 1897.

No. 7.

## AMONG THE ADVERTISERS.

- DECLINE** Charles McBride.
- DECLINE** Luke Brothers offer.
- REFUSE** offer of Budlong Brothers.
- DECLINE** E. Duncan Swiffen offer.
- DECLINE** Egyptian Lotion Company.
- ASK** Swift Specific Company to raise it.
- REFUSE** proposition of F. J. Wendell.
- ASK** cash from A. P. Miner, New York.
- Ask** cash from the Hickory Buggy Company.
- Do not accept E. Rosenburger & Co's. offer.
- THE McMichael Company**, Pittsburg, is n. g.
- ASK** cash from United States Fruit Company.
- ASK** cash for Klondyke Mining Company ads.
- ASK** all cash from Walter F. Barns, New York.
- DECLINE** offer of Merchant's Trade Exchange.
- AGAIN**, decline Dominion Company, Chicago.
- ASK** cash from California Caisarr Company.
- WHY don't you get a better figure for Castoria?
- C. S. DRAKE, Elkhart, Indiana, has quit business.
- WARREN P. LOVETT, Sandisville, Georgia, is a fraud.
- THE McGregor Correspondence Bureau is bankrupt.
- TARRANT'S Seltizer Aperient will increase its advertising.
- THE Huntingdon Seed Company, Indianapolis, is bankrupt.
- Do not accept offer of Hammersley & Co., Philadelphia.
- ASK** cash from the Mutual Manufacturing Company, New York.
- REMINGTON BROTHERS will place Frazer Lubricating ads.
- Do not insert ads for National Toilet Company, Bridgeport, Conn.
- LORD & THOMAS, Chicago, "place the Hammonsport wire ads."
- STANLEY DAY, New Market, New Jersey, pays cash with order.
- N. W. AYER & SON sends out reading notices of Williams Pink Pills.
- THE Featherbone Corset Company, Kalamazoo Michigan, is asking rates.

## EXHIBITIONS ARE ADVERTISEMENTS.

An exhibition is an advertisement, nothing else. It's so artfully arranged, so tellingly displayed and so pleasantly presented, that we don't think of it as such, but call it an entertainment, and feel all the more interested if we do travel many miles to see it. It's just a plain advertisement, nevertheless, or, rather, an original advertisement, illustrated, illuminated and headed by all classes and creeds.—*Business, Canada.*

**ASK** cash from National Muleage Company, New Britain, Connecticut.

**THE Chamberlain Medicine Company**, Des Moines, Iowa, is good pay.

**THE Von Culin Incubator Company**, Delaware City, Delaware, is no good.

**THE Great American Watch Company**, Jersey City, does not pay its debts.

**THE Bradford Regulator Company** should pay high for the class of ads it sends out,

**THE Winkelman Brown Drug Company**, Baltimore, Maryland, is sending out propositions.

We do not know of any publisher who has made money by accepting John Wedderburn's propositions.

**REMINGTON BROS.**, will pay you at least five cents an inch for the Peruna Company ads. They shop<sup>1/2</sup> day more.

**THE Cameo Baking Powder Company**, 70 Michigan avenue, Chicago, is advertising in western dailies and weeklies.

**THE National Advertising Agency**, New York, asks publishers to run Paine's Celery Compound at a discount. Don't.

Do not accept J. C. Ayer & Co.'s offer of books for space. This great concern has always paid cash and would do so yet if sufficiently urged.

**THE Paris Medicine Company**, St. Louis, refused to pay cash in advance. "We don't pay in advance when position is required," they wrote.

**P. A. McDONALD & COMPANY** 1120 Stevenson Building, Indianapolis, are a new firm of "bankers and brokers," who are sending advertisements to western papers.

"**THE Dr. Miles Medical Co.**, Elkhart, Ind., are getting very Nelson Chesman. They want to trade proof presses and other printers' material for adv. space. Don't do it. Ask cash." So says *Office and Sanctum*.

REQUESTS for rates are being sent by the Western Michigan Advertising Agency, 115 South Race street, Kalamazoo; the John B. Harris Company, cancer specialists, Cincinnati; W. L. Foulkes Sons & Company, 315 Fifth avenue, Chicago; the Keeley Institute, 2809 Washington avenue, St. Louis, William A. McDavid, manager.

## BOOKLETS FOR PUBLISHERS.

Publishers of weeklies do not make use of booklets for purposes of self-advertising half as much as they should. With every facility for printing tasteful little booklets, which at once appeal for business and advertise the job department, it is strange that this effective method of reaching advertisers and possible customers of the print shop should be so neglected by publishers.—*Newspaperdom, New York.*



## COPPERS!

The right way to save is to take care of your coppers and your dollars will take care of themselves. Many a copper and dollar too, can be saved by buying your wines, liquors and beer of

*Jos. M. Frey.*



The right way to save is to take care of the coppers; the dollars will take care of themselves.

The truth of this quaint old homily is never more evident than when you call at the Diamond Drug Store. We are the price makers of Kansas City on drugs, remedies and drug store necessities of undoubted first qualities. The cheap nostrum and unknown remedy are barred in this store, but you are assured always of the very best and always at a cut price.

Hood's Sarsaparilla, \$1.00 .....	65c
Lydia Pinkham's Compound, \$1.00.....	65c
Dr. Pierce's Favorite Prescription, \$2.00.....	65c
Powers & Worthman's Quinine, per ounce.....	45c

**DIAMOND DRUG STORE,**  
FEDERMANN & HALLAR, Props. 904 Main Street.

To adapt to one's purposes the idea in another's ad is often a more difficult matter than writing an entirely new announcement. Above is shown how a druggist improved on the Frey ad, which appeared in PRINTERS' INK of September 15th. The wise advertiser looks for ideas and suggestions everywhere, and believes with Emerson that an idea is the property of him who can entertain it.

**A NEW WRINKLE IN JOURNALISM.**  
 LIST OF DRY GOODS FIRMS WHO PUBLISH THE  
 MERCHANTS' GREAT CO-OPERATIVE PAPER,  
 FASHIONS, AN ILLUSTRATED MONTHLY JOUR-  
 NAL FOR AMERICAN WOMEN.

- William Barr Dry Goods Co., St. Louis, Mo.  
 Shoneman Brothers, Philadelphia, Pa.  
 The John Shillito Co., Cincinnati, Ohio.  
 William H. Frear & Co., Troy, N. Y.  
 Hunter, Glenn & Hunter, Detroit, Mich.  
 Boggs & Buhl, Allegheny, Pa.  
 Fowler, Dick & Walker, Evansville, Ind.  
 Adam, Meldrum & Anderson Co., Buffalo,  
 N. Y.  
 Fowler, Dick & Walker, Council Bluffs,  
 Iowa.  
 Joel Gutman & Co., Baltimore, Md.  
 Lamson Brothers, Toledo, Ohio.  
 Pettis Dry Goods Co., Indianapolis, Ind.  
 Young & Carter, Knoxville, Tenn.  
 The George H. Kollenberg Co., Richmond,  
 Ind.  
 George E. Stifel & Co., Wheeling, W. Va.  
 Fowler, Dick & Walker, Wilkes-Barre, Pa.  
 Sibley, Lindsay & Curr, Rochester, N. Y.  
 John C. Lewis Company, Louisville, Ky.  
 Forbes & Wallace, Springfield, Mass.  
 The Howland Dry Goods Co., Bridgeport,  
 Conn.  
 Brown, Thompson & Co., Hartford, Conn.  
 Denholm & McKay Co., Worcester, Mass.  
 J. R. Libby Co., Portland, Me.  
 Fowler, Dick & Walker, Binghamton, N. Y.  
 England Brothers, Pittsfield, Mass.  
 Minneapolis Dry Goods Co., Minneapolis,  
 Minn.  
 J. C. Illig & Bro., Reading, Pa.  
 Wm. Laubach & Son, Easton, Pa.  
 Subscription Edition, New York City.  
 George S. Beall, Columbus, Ohio.  
 E. Dunn, Connellsburg, Pa.  
 Spring & Co., Grand Rapids, Mich.  
 Thalman & Levi, Kokomo, Ind.  
 Alfred Kahn, Eau Claire, Wis.  
 H. Herpolsheimer & Co., Lincoln, Neb.  
 The Denver Dry Goods Co., Denver, Col.  
 Chamberlain, Patten & Co., Nashua, N. H.  
 W. P. Chamberlain & Co., Keene, N. H.  
 Zion's Co-operative Mercantile Institution,  
 Salt Lake City, Utah.  
 Richardson, Twigg & Co., St. Albans, Vt.  
 Reid & Gorman, Newburgh, N. Y.  
 T. C. Brown & Van Anglen Co., Jersey  
 City, N. J.  
 The Charles Monson Co., New Haven, Conn.  
 A. W. Stearns & Co., Lawrence, Mass.  
 D. Loveman & Co., Nashville, Tenn.  
 S. P. Dunham & Co., Trenton, N. J.  
 K. J. Duncan & Co., New Brunswick, N. J.  
 Potter Bros., Rockford, Ill.  
 The L. Trepanier Co., Des Moines, Iowa.  
 Boston Store Co., Omaha, Neb.  
 Bowman & Co., Harrisburg, Pa.  
 W. D. Caldwell & Co., Canton, Ohio.  
 Marsh & Bachman Co., Hudson, N. Y.  
 The Boston Store, Glens Falls, N. Y.  
 H. S. Barney & Co., Schenectady, N. Y.  
 Simonds & Adams, Haverhill, Mass.  
 The J. W. McAuslan Co., Burlington, Vt.  
 Pollins, Keck & Pollins, Greensburg, Pa.  
 The Dannenberg Co., Macon, Georgia.  
 The Wilbur Dry Goods Co., Colorado  
 Springs, Col.  
 Harned, Bergner & Von Maur, Peoria, Ill.  
 Macpherson & Edward, Springfield, Ill.  
 Theo. F. Brink, Nashville, Ill.  
 Mrs. P. E. Mott & Co., Morristown, N. J.  
 Messick Dry Goods Co., Cheyenne, Wyom-  
 ing.  
 McKinney & Dils, Parkersburg, W. Va.  
 Eddy Bros. & Co., Fremont, Nebraska.
- Geo. A. Dodds, Watertown, S. Dakota.  
 Benner & Begg, Grand Forks, N. Dakota.  
 John R. Chapman, Alexandria, Va.  
 E. Rosenberg, West Chester, Pa.  
 Louis Cohen & Co., Charleston, S. C.  
 Brownson & Rankin D. G. Co., Kalamazoo,  
 Mich.  
 Philip Katesenstein, Alliance, Ohio.  
 Krauskoff Millinery Co., Savannah, Ga.  
 Loeb & Hene, Lafayette, Ind.  
 Blumenthal & Co., Marion, Ind.  
 George W. Graham, Crawfordsville, Ind.  
 I. H. Thiedieck, Sidney, Ohio.  
 The Ransom Dry Goods Co., Coshocton, O.  
 F. Edward Beilman, Beaver Falls, Pa.  
 John Brush & Co., Ashtabula, Ohio.  
 A. B. Stronach, Raleigh, N. C.  
 C. C. Cobb, York, Neb.  
 Geo. De Wald & Co., Fort Wayne, Ind.  
 Crosby Bros., Topeka, Kan.  
 The Boston Store, Pana, Ill.  
 The Menke Dry Goods Co., Quincy, Ill.  
 F. H. Joslyn, Oshkosh, Wis.  
 The Lerch & Rice Co., Bethlehem, Pa.  
 Central Dry Goods Co., Waltham, Mass.  
 J. T. Webster, Cambridge, Mass.  
 W. E. Waller, Jr., Rutherford, N. J.  
 Alf. M. Reiber & Brother, Butler, Pa.  
 G. M. Silverman & Brother, Uniontown, Pa.  
 Moore & Stevenson, Oil City, Pa.  
 Hyland & Brown, Elmira, N. Y.  
 H. C. Prange, Sheboygan, Wis.  
 O. Torrison & Co., Manitowoc, Wis.  
 Straus Hecht Co., Danville, Ill.  
 The Asman & Beard Co., Port Huron, Mich.  
 F. Kron, Mankato, Minn.  
 Pelletier Dry Goods Co., Sioux City, Iowa.  
 Freese & Rohde (The Bee Hive), Sioux  
 Falls, S. Dak.  
 D. C. Murray & Co., Streator, Ill.  
 Cash Henderson, Wichita, Kan.  
 Sturges & Waring, St. Joseph, Mo.  
 R. D. Fletcher, Titusville, Pa.  
 Mack & Co., Ann Arbor, Mich.  
 Vina Guyer (The Bon Ton), Dennis, Ohio.  
 M. Fitzpatrick, Sharon, Pa.  
 Rosenberg Co. (The People's Store), Latrobe,  
 Pa.  
 R. Hermon & Co., Fremont, Ohio.  
 W. H. Hawks & Co., Goschen, Ind.  
 Kohn Bros., Fostoria, Ohio.  
 The Thompson Dry Goods Co., Mansfield,  
 Ohio.  
 Leo Grossman & Co., South Bend, Ind.  
 The Steele Dry Goods Co., Keokuk, Iowa.  
 Seelig, Bruen & Co., Helena, Ark.  
 Jobe Bros. & Co., Xenia, Ohio.  
 Samuel Lees Co., Chester, Pa.  
 J. H. Rine & Sons, Humboldt, Iowa.

The story of *Fashions*, here detailed, is the record of—as it is claimed to be—"the original merchant's co-operative woman's paper." To quote further from its prospectus, it claims to be as much at the head of its class "as the *Ladies' Home Journal* and the *Youth's Companion* are of theirs . . . having done more to bring direct returns and to introduce and promote the sale of goods and specialties than any other medium published." It claims to have no competitors, and "but two or three imitators."

"The day has gone by," it goes on to say, "when the method of circulat-

ing a fashion journal . . . is not understood and appreciated. The hundred and more shrewd merchants who publish editions of *Fashions* do not pay out money for a high class paper and then distribute it carelessly. Every copy goes to a person with money to spend and living in a trade center where goods brought to attention can be readily purchased. It has no waste circulation among people who mean well but have no funds, or among those who live in out-of-the-way and inaccessible places."

While these are very broad claims, it would seem that they are plausible, for the circulation is almost entirely among women addicted to the "shopping" habit, and though "shopping" may not be buying, "shoppers" are people of means and ultimate buyers.

The prospectus is very recent, and states among other things that *Fashions* has gained 33 1-3 per cent additional circulation in two months, and that "the advertising is 40 per cent ahead of last year." Not a bad showing for the period of depression from which we are just emerging.

*Fashions* also claims that despite a six-fold increase in circulation, its advertising rates "have not been increased," making it "to-day the cheapest advertising medium in America."

It caps these claims with this further one, which, if true, should conduce to swell its advertising columns beyond all precedent, that "it gives more direct results than any other publication and has influenced the introduction and sale of more goods."

In shape and general appearance *Fashions* bears a close resemblance to *Harper's Bazaar*. This is borne out in its typography and in its illustrations, too. The editor's name does not appear, but its publishers are Messrs. Herbert Booth King & Bro. Their offices are at 32 East Twenty-third street, New York. But there are 125 dry goods firms throughout the country from whence the monthly is given to the public. Some of these distribute it freely, others sell it at five cents a copy. The subscription copies are sent out from the Twenty-third street office in New York on the same day of each month that the number is issued from each of these 125 dry goods stores. The subscription price is \$1. The imprint of each firm appears upon its own edition, and there is nothing about the periodical that

would indicate that each edition is not the only one. The third page is reserved for the local publisher. The rest of the publication is general. It contains a splendid run of high-class advertisements, such as, taken at random, Walter Baker & Co.'s Cocoa, the Ferris Waists, Velutina, Enateline, Oneita Underwear, S. H. & M. Binding, Sapolio, and a host of others in a general way of dry goods. Its literary tone is very fair, and altogether it is an attractive publication.

In connection with *Fashions*, the Kings issue for confidential circulation what is called "a quarterly news letter for the proprietors, advertising managers, heads of departments and buyers connected with stores publishing editions of *Fashions*." They claim that the circulation of this is 3,000 copies monthly.

A call upon Mr. H. B. King, by the reporter of PRINTERS' INK, found that gentleman willing to speak freely about the child of his creation.

"*Fashions* was originally started by me in 1891, in accordance with a theory of mine which I had held for many years, that a paper conducted on similar lines to *Harper's Bazaar*, combining many of the popular features of the *Ladies' Home Journal*, would be an important factor for trade to the leading dry goods stores of the country. It would bind the customers more closely to these dealers by the intimate cordiality which always flows from an editor to a reader.

"I presented the idea to the Syndicate Trading Co. They adopted it enthusiastically and pledged their eleven stores to its support. These were located in Rochester, Buffalo, Kansas City, Wilkesbarre, Indianapolis, Springfield, Mass., Providence, Worcester, Hartford, Reading and Harrisburg.

"So *Fashions* was started upon this solid basis and the circulation and the list have steadily grown until to-day it is issued from 125 stores all over the country, no two in one town.

"The importance of the paper for purposes of general advertising, when it is remembered that it goes to the charge customers of one hundred and twenty-five of the leading stores of the land, can not well be over-estimated.

"Each of these stores takes an edition of from one thousand to twenty thousand copies a month. It will readily be seen that it must have a very

large aggregate circulation. Every reader is a woman who has money to spend, and the journal has enough of permanent value to insure preservation at the hands of many.

"Quoting Mr. Gay, a member of the well-known firm of Brown, Thomson & Co., of Hartford, Conn., one of our charter firms, will tell the value. Said he: 'If advertisers only knew the thoroughness of *Fashions'* circulation, you would not be able to accommodate the advertisers who would wish to use its columns. In Hartford it is as well circulated as the Hartford *Courant*, as it goes into 5,000 of the leading homes of this section, where it is to be seen on almost every center-table.'"

The Christmas number of *Fashions* is to have a cover in four colors, designed by Will Bradley, who pronounces it his best poster work.

J. S. WILLIAMS.

#### CANON LAW.

The advertiser must, within certain limits, be permitted to make his statements in his own way. He is the best judge of the particular formula which he must use in order to secure the attention which he seeks. Usually the preparation of these statements is a matter of heavy cost, and is the result of a great deal of native adroitness and close observation on the part of those to whom such work is intrusted. Those who are expending such vast sums have the right, and justly insist upon it, of being allowed to address the public in their own way, and they are thus enabled to make statements which newspaper publishers would not feel at liberty to make. They may use comparatives and superlatives which no one but themselves would be justified in employing; in fact, they must of necessity be untrammeled, except that they may violate no rule of propriety or good taste.—*The Churchman*.

#### A QUICK SELLING IDEA.

Now, thought he, here is the way to make dress goods sell. The rule of the store was that all sales checks should be put into the customer's bundle. All cash checks were dated and marked "paid," or "charged" with a rubber stamp at the cash desk. That system made his idea practicable. He ordered slips printed as follows, to be put into all cash customers' bundles:

"Dress goods coupon. A new dress already partly paid for. You are entitled to a rebate of 10 per cent of this purchase on all dress goods bought of us before —. Bring cash cheques and this coupon with you. Checks and coupons not bearing the same date will not be received."

The coupons were dated each day before being given out for distribution. The idea was advertised in the papers and by signs in the store. The result was that customers paid attention to what was inclosed in their bundles. The dress goods trade was so satisfactory that the time was extended and the goods sold at a very small rebate from regular prices. Also the business in other departments picked up, as customers found that every cash purchase helped.—*Dry Goods Economist, New York.*



THIS IS THE PLUG  
THAT PULLS THE CARS



THIS IS THE PLUG  
BEHIND THE BARS



THIS IS THE PLUG  
FROM WHICH WATER THEY BRING



THIS IS THE PLUG  
USED FOR ANY OLD THING



THIS IS THE PLUG  
WHEN YOU BRING IT IN HERE



AND THIS IS THE WAY  
WE MAKE IT APPEAR

A GREATLY reduced reproduction of a card in the window of a cleaning establishment in Fulton street, Brooklyn, not far from the bridge. It attracts considerable attention from passing crowds.

It is possible to "protest too much." Moderate claims, which are within the reach of probability, advertise you better than fairy tales, which excite distrust.

## PRINTERS' INK.

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### IN THE PORK CITY.

*Editor of Printers' Ink:*

A clothier calls the winter suits in his window "early birds." "Hat happiness," is the sign in a window full of headgear. A barber shop gives a carnation to every patron. A dancing teacher tells readers to cut out his ad, as, owing to the fact that he is so well known, it will not appear again. "Our customers are the whole thing here," says a store sign. A fish store offers goods at "wet prices." "There is a returned Klondiker inside," is a saloon's announcement. "Old wine at new prices," is a liquor dealer's claim. "We have been in business twenty years and we are getting younger all the time," is a firm's declaration. "If you can't raise the price at once, buy it on instalments; we won't raise the price," is one way to put it. "Come again and gain again," is a store's invitation. "We are always on hand with the glad hand," is a shopman's statement. C. E. SEVERN.

### THINKS IT NOT GOOD.

TOPEKA, Kan., Sept. 27, 1897.

*Editor of Printers' Ink:*

Do you consider this a good cut to use? I do not. It looks as if the profits are so small



that you must hunt for them with a magnifying glass.

L. L. ROBY.

### THE DRAWING POWER OF ONE ADVERTISEMENT.

NEW YORK, Sept. 22, 1897.

S. S. McClure Co., 142-155 E. 25th St., N.Y.: DEAR SIRS — You may be interested to learn of an incident which occurred yesterday in connection with the advertisement of the Gramophone in *McClure's Magazine*. A gentleman from Georgia came in and placed a large order with us, and as he was going out told us the following facts. He said that just as he was going to bed two nights before, he happened to take up a copy of *McClure's Magazine* for September and read with great interest the account of the Gramophone written by your Mr. Moffett. He was so impressed with it that he made up his mind then and there that he would make the trip to New York next morning and see the machine himself. He packed his bag before he went to bed, and traveled one thousand miles in answer to this advertisement.

We think this is breaking the record. We are glad to say also that the advertising that is now running in your magazine is bringing us splendid results. Yours very truly,

NATIONAL GRAMOPHONE COMPANY,  
Frank Seaman, President.

### IN PHILADELPHIA.

PHILADELPHIA, Oct. 1, 1897.

*Editor of Printers' Ink:*

Attention is called to the "New Light" cigarette by a display in a cigar store window of the boxes arranged to form the accepted design of the New State Capitol Building, at Harrisburg. Wanamaker's advertisement is set by a newspaper in which it occupies a full page every day, and instead of getting only a portion of it as formerly the other papers now have the whole ad photographed down to about one-third of its original size. One newspaper offers a copy of its daily edition free for six days to all barber shops buying its Sunday edition. *Acker's Weekly* is a four-page sheet published by Fialeay Acker & Co., grocers, same being made up of prices, illustrations, etc., of leaders in fancy groceries for the week. Benj. Teller & Bro. issue *Teller's Real Estate Guide*, large and comprehensive review for both "Sale and For Rent" property in their hands, which is distributed free at drug stores. F. A. PARTENHEIMER.

### ON PUGET SOUND.

Office of

### "THE SEATTLE POST-INTELLIGENCER."

(Daily, Sunday and Weekly).

GEORGE U. PIPER, Manager.

Established 1865.

A Guarantee.—The "Post-Intelligencer" hereby guarantees its advertisers a bona fide paid circulation, daily, weekly and Sunday, double that of any other newspaper published in the State of Washington. Advertising contracts will be made subject to this guarantee.

SEATTLE, Wash., Sept. 29, 1897.

*Editor of Printers' Ink:*

We beg to call your attention to the enclosed clipping from *Printers' Ink*, Sept. 22:

"The Seattle (Ore.) *Post-Intelligencer* has been sold to George and Edgar Piper, of Portland, Ore."

Is it possible that the full page advertisement of the *Post-Intelligencer*, which has appeared in *Printers' Ink* in recent issues, has escaped the notice of your readers, as well as yourselves? It would be unfortunate for *Printers' Ink* to continue to convey the impression that Seattle is located in Oregon. It would not be treating Seattle or the *Post-Intelligencer* exactly right. It would be another case of the "tail wagging the dog."

The great State of Washington was once a part of Oregon, but that was many, many years ago, and when Oregon lost the territory which now comprises Washington, she lost the best part of old Oregon Territory. Speaking for the *Post-Intelligencer* alone, we most earnestly protest being taken out of the State of Washington, which is one of the most prosperous places in America, and being located even in so good a State as Oregon. The whole world knows that Seattle is the gateway to Alaska and the Klondike, and the expectation is warranted that at least 100,000 people from Eastern States will take passage at Seattle for the new Eldorado as soon as the ice flows from the Yukon to deep sea, and the mountains above Skagway and Dyea become passable in the spring. Washington now has 500,000 people, and this year produces 25,000,000 bushels of golden wheat, 50,000 bales of hops, while our orchards and vineyards were never so productive. Then, too, our great saw mills, which have the largest capacity in the world, are running day and night to turn the supply from the wonderful forests of the

Olympics and the Cascades into lumber for export, and to meet the increased demand from the shipyards and other industries of the Puget Sound district.

Is it possible that the editor of PRINTERS' INK is the only person in the United States who does not know that Seattle is located on Puget Sound and in the State of Washington?

Yours very truly,  
GEORGE U. PIPER, Manager.

PRETTY TOUGH.

"ADISON ADVERTISER,"  
Established in 1858.

A. ROBERTS, Editor and Proprietor.  
ADISON, N. Y., Sept. 28, 1897.

*Geo. P. Rowell & Co.*

If I should issue from one to three thousand extra papers and send them to every name I could get, *free of charge*, every week, as some publishers are doing, and then give you my circulation with this swelled free list added, and swear to it, you of course would publish it; what show would a publisher have who gives you his legitimate circulation? The *Addison Record*, published in this village, is doing this kind of business, and will probably continue until he can get all the newspaper directories to advertise his swelled circulation. There are two or three advertisers who pay him for his white paper used. Would you call this a legitimate circulation? I can't afford to give my paper away in order to swell my circulation in the newspaper directories. Yours,

A. ROBERTS.

AN INACCURATE METAPHOR.

Sept. 27, 1897.

*Editor of PRINTERS' INK:*

I clip the inclosed from one of Mr. Bates' syndicate letters on advertising. I think the comparison he makes at the end is inapt and

The printed matter of business house ought to have careful attention. After the goods and the place to hold them are made right, the printing should come next. The man who sends out handsome advertising matter and who has handsome ads in the paper, and at the same time uses poor stationery and cheap printed matter in his own business, is very much like the one who wears a broadcloth coat and ragged underwear.

inaccurate. Who would know that the man with the broadcloth coat wore ragged underwear? Would Mr. Bates? J. M. C. A.

HIS SPHERE INCLUDES ALL KNOWLEDGE.

BROOKLYN, Md., Oct. 1, 1897.

*Editor of PRINTERS' INK:*

Will you furnish me a list of firms who purchase mailing lists, and the price paid for same? Any other information will be appreciated. Awaiting your reply, I remain yours respectfully, F. T. ROBINSON.

EXPENDITURES OF A NEWSPAPER.

The expenditure of a newspaper that is operated on a large scale, was as follows last year: Editorial and literary matter, \$120,000; local news, \$20,000; illustrations, \$180,000; correspondents, \$15,000; telegraph, \$65,000; cable, \$27,000; mechanical department, \$410,500; paper, \$67,000; business office, ink, rent, light, etc., \$219,000.—*Scribner's.*

IN THE SMALL TOWN.

The retail advertiser in a small country town—say of from two to five thousand inhabitants—has a special problem in advertising. There are probably but two or three newspapers at his command in which he can advertise profitably. After he has covered these newspapers he must fall back for additional advertising upon special lists of people. Take a town of three thousand inhabitants in a county in which there are only eight or ten thousand people. Suppose the town to be the county seat and the principal town in the county. A retailer in that town should have lists of their names and addresses. One list should be of married women, another of unmarried women, another of married men and another of unmarried men. The lists should be subdivided into country people and town people. They should be still further subdivided according to the tastes of the people with whom the dealer is actually acquainted. When a retailer has the people of his county divided up into lists in this way he is in a position to hammer at them with postal cards, offering special bargains and calling attention to special goods. Suppose it is a retail jeweler. We will say that there are 500 men and youths in the county who ought to buy a watch, or a neat watch chain, or a nice scarf pin, or a shirt stud. The retailer writes an advertisement and has it printed on the back of 500 postal cards. He mails these postal cards to his special list of 500 men and youths. He can quote prices and at the same time feel that his competitor does not know just what he is doing as quickly as when he quotes prices in the newspapers—it takes a little longer for the news to get around to him. By the time the news has reached him the retailer has switched off that list and has started in on another. I will suppose there are 500 women in the county who want to buy silverware. The retailer sends out postal cards and quotes prices on desirable things in that line. He tells about how pretty the silverware is and how cheap, and how he happened to get it cheap. He can be more personal and more familiar than in his regular newspaper advertisements. Mind you, this style of advertising will not take the place of newspaper advertising. It is subsidiary; it is something additional. It is a little extra that milks the last dollar of possible profit out of a small territory—where the population is so small that a store really has a hard problem before it in order to exist. It is simply a side issue that picks up the odds and ends of sales that the newspapers don't get.—*Bates.*

\$27,500.

Everybody is talking about the immense amount in advertising which a big English cocoa firm has spent during the past week. The firm took two full pages in the London *Telegraph* on Friday at a net cost of £600 (\$3,000). In their announcement they agree to give any person presenting the coupon printed in the *Telegraph* a sample package of their goods if the coupon was presented at any grocer's in the kingdom. In addition, a penny stamp was offered with each package, the holder of the coupon thus getting his *Telegraph* for nothing. The result is that the *Telegraph* has already printed 780,000 copies, and the presses are still running. It is estimated that the advertisement, including the announcement, stamps and the packages, have already cost £5,900 (\$27,500).—*New York Daily Mercury*, Sept. 26, 1897.

COAL advertising should be written so as to be a "grate" success.

## NOTES.

"ROAST pig for free lunch; come in if you are on the hog," is the sign in the window of a Williamsburg saloon.

*The Home Magazine* (Binghamton, N. Y.) for October contains an interesting article on the Mercantile Agency.

A CONFETIONER in New York advertises: "Meet me at the fountain of J. Brun's, and have Sherbet and Orange ice."

A BROOKLYN furniture house is giving away children's school-slates, with an advertisement stamped in the wooden margin.

A NEW fad among hatters is to offer to embroider the names of all customers free on the hat-bands of their purchases. The embroidery is done in colors.

JOHN A. DICK, a "funeral director" of Detroit, Mich., published a finely illustrated pamphlet devoted to the chapel which is a feature of his undertaking business.

THE Y. M. C. A., of Camden, N. J., has opened classes to take up the study of the art of advertising in connection with its educational course. A practical advertising man will be the teacher. *Newspaperdom*.

*McClure's Magazine* for October contains an interesting article on "Chas. A. Dana in the Civil War." The November number will begin a series of articles by Mr. Dana, giving his recollections of Stanton and Lincoln.

CARSON, PIRIE, SCOTT & CO., of Chicago, send to mail order customers an ad about shirts printed on the material of which the shirts will be made, to one corner of which is pinned a sample of the linen used for the bosom.

A EXTON & CO., of Trenton, N. J., manufacturers of oyster crackers, use as an advertisement an imitation of Kipling's poem, "The Vampire." The "Even as you or I" is the only thing that establishes the relationship, however.

A METROPOLITAN hatter sends around a negro with several hats. One is labeled "William McKinley, Jr." another, "Hon. Seth Low," etc., giving the impression that he is about to deliver the boxes to the notables whose names appear on them.

In the October number of the *Chautauquan* the Hon. Carroll D. Wright has an interesting article entitled, "Are Women Hurting the Chances of Men in Business?" Mr. Carroll thinks they are at present, but will not do so when wages are equal for both sexes for the same work.

## Classified Advertisements.

Advertisements under this head, two lines or more without display, 35 cents a line. Must be handed in one week in advance.

## WANTS.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. One col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

THANKSGIVING editions—Prepare now. Get proofs of our specialties. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

A GENTS wanted. Free samples. One of our agents earned \$4,500, several over \$1,000 in 1866. "FACTORY," P. O. 1371, New York.

EDITOR—Competent man wants charge of small inland daily. Republican preferred. Address LOGAN, 2024 Hager St., Philadelphia.

HALF-TONES that please. Don't throw away money, but get our prices before you buy. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

LITHO-TINT PLATES—Lithography successfully imitated. Proofs to printers only on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

MINIATURE Silhouette Cuts—Set of six free with 75c. subscription; 12 new series. Sample paper and offer for stamp. ADVERTISING WORLD, Columbus, O.

WANTED—To buy part or whole of Republican or independent afternoon daily in large town or small city in New England. Address "W. H." Printers' Ink.

ART designs for stationery. New. Sold on syndicate plan—one-third usual price. Proofs to printers only on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

CALENDARS for '96. Print 'em yourself. We furnish plates for backs and prints. New, artistic, cheap. Proofs on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

GOOD newspaper man, with \$10,000 can secure one-fifth interest in profitable daily newspaper plant in city of 30,000 and good position as editor or manager. Address "W. A. F." 72 East 5th St., St. Paul, Minn.

EDITORIAL writer, ranking among the best in Ohio, with full experience and national reputation, will do good work for good pay on Democratic paper in a large Southern city. "GRANT," Printers' Ink.

WANTED—Advertisers to know that the *News, Sunday and Weekly*, has been in existence for 15 years. Sunday, 2 dollars a copy; weekly, 90 cents a year. Reaches best homes. Rates 90c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

\$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL REORDERER, Washington, D. C., for sample copy containing same.

## \*\*\*\*\* BUSINESS MEN \*\*\*\*\*

You can afford to use handsome office stationery when you can get an elegantly designed and engraved lithogravure letter-head plate at \$7.50. Costs no more to print it than a common type-set heading. Sketches submitted.

W. MOSELEY, 81 Hill St., Elgin, Ill.

WANTED—The address of a newspaper publisher who keeps a record of his losses and is willing to make the exact figures public, and who has at any time had any trouble or difficulty about securing their publication in the American Newspaper Directory without the expenditure of a cent for advertising in the Directory or for any other item beyond a postage stamp on the envelope that conveyed by mail his true statement bearing date and signature. Address, with full particulars, PRINTERS' INK, 10 Spruce St., New York City.

WANTED—A missionary to labor with the American Tract Society—after that Society has overhauled its elevator system, with a view of postponing a fifth catastrophe—and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. When the pit is not open its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is almost a miracle that some woman or girl employed in the neighborhood has not yet broken or dislocated a leg by slipping through. All protests have been unanswered for a correction of the evil. A suitable person will be given to go to men who will attempt this missionary work, and influence this great Society to reform its evil ways. Address, with references, PRINTERS' INK, 10 Spruce St., New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

ILLUSTRATED electro pages and stock cuts, cheap. Pictorial ready prints. SCRANTON ENGRAVING CO., Scranton, Pa.

## PRINTERS' INK.

## ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

## MAIL ORDERS.

BEST illustrated catalogue for the mail-order business ever issued. Send for sample and terms to T. J. CAREY & CO., mail-order book mfrs., 24 City Hall Place, New York.

## FOR RENT.

WE have for rent, at 10 Spruce-St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 20x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

## ELECTROTYPE.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of sets in a line in which no one can match or any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

## SUPPLIES.

VAN BIBBER'S  
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 196 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING CO., LTD., 16 Spruce St., New York. Special prices to cash buyers.

## PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 241-24 Dearborn St., Chicago.

ALL the borders and type used in PRINTERS' Ink are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

PARTIES hiring monthly publications printed, both composition and press-work, can make a large saving by addressing the FARMER PUB. CO., Cooperstown, N. Y. Reasons: No rent, low wages, new fast presses, latest style of linotype, low cost of living.

LAST month we booked an order for 500,000 two-color booklets, 8 pp. and cover, at \$2.51 per thousand. They were beauties. It takes us three weeks to write, illustrate and print such an order. THE ADVERTISERS' PRESS, 925 Chestnut St., Philadelphia.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

E. ST. ELMO LEWIS, the best known and most successful medical advertising expert in the country, writes our medical booklets. We are at work on an order for 100,000 booklets now. Write us for prices on your big booklet orders. THE ADVERTISERS' PRESS, 925 Chestnut St., Philadelphia.

## SPECIAL AGENTS.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York. Dailies only.

## PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 9 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

## WANTED TO BUY.

I WILL buy a trade or other publication at a reasonable price. "CASH BUYER," care of Printers' Ink.

## ADVERTISING AGENCIES.

If you wish to advertise anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 19 Spruce St., New York.

## FOR SALE.

FOR SALE—A first-class weekly newspaper and job printing office, with good patronage. Good reason for selling. Address Box 6, Webster, Mass.

FOR SALE—Job outfit at Bradford, Pa. Presses, cutter, metal and wood type, engine, etc. All good as new. Easy terms. REV. A. B. WILSON, Kane, Pa.

C OVER pages new book for sale to advertisers, 56 inch, large edition, "Acres of Gold in Alaska, Klondike, Yukon," in press. W. H. BRIGGS, Ainsworth, B. C.

O PPORTUNITY for investment. Interest in daily and weekly newspaper and job plant in Western city. Fine opening for man in business department. Address "B. C." Printers' Ink.

## STEREOTYPES.

S TEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$6. Book, \$1. Circulars for stamp. H. KAHR, 349 E. 33d St., New York.

## ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,000.

M ETROPOLITAN AND RURAL HOME, of N.Y. Great adv/g medium. 500,000 mo. Rate \$2.

A DVERTISERS' GUIDE, New Market, N. J. 7c. line. Cir'n 3,500. Close 24th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive one year for one year.

L ARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

\$10.00 CASH buys a 20-word ad for one year in the HARDWARE DEALERS' MAGAZINE, including annual subscription.

\$1.00 CASH buys a 20-word ad for one month in the HARDWARE DEALERS' MAGAZINE. Circulation exceeds 10,000 copies.

D AYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

8 PAPERS, 240,000 homes, don't duplicate circulation, low advertising rate. Write to THE RELIGIOUS PRESS ASSOCIATION, Phila., Pa.

T HE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

I F you are a manufacturer and desire to reach the largest retail trade, advertise in the DEPARTMENT STORE JOURNAL and GENERAL STORE REVIEW, monthly, \$1 per year. 271 Broadway, N.Y.

T HE circulation of the DAILY GAZETTE, of Schenectady, N. Y., has averaged \$3,465 during the past eight months, and is still growing. Circulation larger than all other Schenectady dailies combined.

T HE TIMES-UNION is one of the papers in which an advertiser gets his money's worth. Its circulation is larger than all the other dailies in Albany combined; its readers are the very best people in Albany and vicinity. JOHN H. FARRELL, editor and proprietor, Albany, N. Y.

**300,000 COPIES** guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. a big seller in Georgia, Florida, Alabama and South Carolina. **LIPPMAN BE08**, Lippman's Block, Savannah, Ga.

**A DVERTISING IN SAVANNAH, GA.** This city of Savannah is one of the most important in the South. Its field is large, having a regular daily steamship line with New York City, and supplies the entire South. The New York Musical Echo Co. is at Savannah, Ga., and is published from there exclusively—circulation, 8,000 copies—and goes to families and stays there, as no one tears up music. Send to us for rates. The New York MUSICAL ECHO covers a vast territory.

**NEW YORK MUSICAL ECHO CO.**, 163 Congress St., Savannah, Ga.

#### MAILING MACHINES.

**T**HE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

#### ADVERTISEMENT CONSTRUCTORS.

**C.** F. J.

**DIXEY.**

**CHARLES F. JONES.**

**"ASK LEWIS ABOUT IT."**

**L**EWIS makes medical ads pay.

**S**END for JONES' free booklets.

**CHARLES F. JONES**, World Building, New York.

**C**LARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

**C**HRISTOPHER J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

**GILLAM & SHAUGHNESSY**, Advertisers, 623 & 624 Temple Court, New York. Write.

**E. A. WHEATLEY**, effective advertising, 341 Dearborn St., Chicago. New York office, 114 Fifth Ave.

**T**H E WHITMAN COMPANY, 37 Nassau St., New York, works in the interest of the advertiser, because it pays them to do so.

**T**HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**"THE** advertising man who has not the full confidence of the merchant he serves will make a failure of selling gold bullion below market value."—LEWIS.

**A**NY one desiring advertising work and who will write detailing his situation, I will make a special offer. Booklets and folders, specialties. Photographs to illustrate advertising matter, as showing new articles or how to use them, and also pretty and striking photographs to attract attention, I am devoting much time to, and have moved to quarters suitable for this work. Specimens and full particulars for home side advertising. R. L. CURRAN, 1293 Broadway, New York.

**\$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5**

**RETAIL DRUG AD SERVICE.**

**We** are making a proposition to retail druggists who spend from \$150 to \$200 a year in advertising. Mr. Lewis, the medical and drug advertising expert, gives you the service. It costs you but \$5 a month on yearly contracts. Sixty-one druggists in the U. S. and Canada are using it. Write Mr. Lewis for particulars and booklets. **THE ADVERTISING AGENCY**, Penn Mutual Bldg., Philadelphia.

**\$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5 \$5**

**WRITE** me about any adv'g you're thinking of getting out. **JED SCARBOROUGH**, Brooklyn.

**A DVERTISING** written for dry goods retailers by a competent and experienced business writer. Address **DRY GOODS REPORTER CO.**, 333 Fifth Ave., Chicago.

#### SPECIALISTS IN STREET CAR CARDS.

**S**Our new three-color wood block process beats lithography in effect and beats it on the price on anything less than 16,000 cards by 10 to 15 per cent. We can make your card to do justice to your art department. Tell us what you want and we'll send you a color sketch. We will give you price on the complete job, designing, engraving, printing and delivering. Write us for particulars and prices. **THE ADVERTISERS' AGENCY**, Penn Mutual Bldg., Philadelphia.

#### MAIL ORDER ADVERTISING.

**M**ail order advertising is about the hardest kind of all to write and illustrate.

Men in that business know that this is so. It is comparatively easy to get people to write for free samples and booklets, but when it comes to getting them to untie their purse-strings and send their dollars along, it's different.

**Moses & Helm** can't always write advertisements that will "pull" a mail order from everybody who reads the ad.

If they could, we'd charge at least \$100 a line for the writing, and \$50 each for the pictures, and the work would be worth the money.

**Moses & Helm** have, however, been most successful in the writing and illustrating they have done for mail order concerns.

If there are any readers of **PRINTERS' INK** whose mail order advertising is not producing satisfactory results, the chances are that **Moses & Helm** can be of assistance to them.

It is worth writing about anyhow.

**MOSES & HELM**,  
III Nassau St., New York City.

**X XXXXXXXXXXXXXXXXXXXXXXXXX**

**X XXXXXXXXXXXXXXXXXXXXXXXXX**</

# STREET CAR ADVERTISING

## Department

### ABOUT IVORY SOAP.

Two years ago Messrs. Procter & Gamble advertised Ivory Soap in the street cars all through the East, and made a great success of it.

They changed their cards every two weeks. They had very attractive cards, which they prepared themselves, and which attracted a good deal of attention.

They stayed in the cars for one year, and then they stopped.

Nobody knows why. They gave no explanation. They simply cut down on street car advertising. But those who ought to know, hint that it was partly to see if their sales fell off, and if street car advertising had really been doing them any good.

The cards were quaint, witty, pretty and catchy.

They were written in verse, but the verse was real verse, in rhythm and rhyme. It was doggerel, perhaps, but, at any rate, it was musical, and the meter was not all jangled out of tune, as in most of the advertising verses inflicted on a weary public.

With this article I illustrate four of these famous cards. They are worthy of study. Not the least of their attractiveness is due to their dainty illustrations, but to these I am afraid our cuts do scant justice.

There is something in these Ivory Soap advertisements that makes me think of Sapolio. The genius of the two men who write the two different soap advertisements must be greatly

**T**HE wealth of Afric princes lies  
In ivory tusks of largest size,  
Yet not as precious as the cakes  
Of IVORY SOAP the housewife takes;  
While ivory tusks are precious things,  
This soap far greater blessing brings.

What was their conclusion? Nobody knows. But this we do know:

They have begun again.

These Ivory Soap cards have always caused a great deal of comment. When they were in the cars two years ago they were the most talked of cards in the country. They seemed to strike the popular fancy.

Requests by the hundred poured into the office of the Procter & Gamble Company and of George Kissam & Co., who were doing the advertising, from people who wanted copies of the cards to hang up in their homes. Many people even went so far as to steal them out of the cars.

Now, what was the reason for this?

alike, and yet, in some respects, not alike, either.

The Sapolio cards are a little more daring. The Ivory Soap cards are a little more dainty. Just the two qualities which are needed in each instance to impress most forcibly the class of people which each writer desires to reach.

To such a fine point has advertising now been brought, that it is possible to analyze, like this, all truly great advertisements, as the musical critic would analyze a musical composition.

I said that the Procter & Gamble Company had again begun to use the street cars. I understand that they have lately closed a contract with

George Kissam & Co., for extensive space in their cars in the West. They have confined themselves to the cars controlled by Kissam & Co., their former experience with the perfected system and efficient service of this concern having proved so satisfactory.

Street car advertising is probably the method par excellence for advertising a soap like Ivory. Ivory Soap is perhaps the article of all others which may expect to receive the most profitable publicity from street car advertising.

**T**HE "sweet girl-graduate in her golden hair"  
Now steps before the world to read her thesis;  
And there is naught which helps to make her fair,  
But IVORY SOAP its dauntless increases.

In this, PRINTERS' INK does not blame them, for of all the street car advertising concerns in the country, the firm of George Kissam & Co. appear to have the most thorough, careful and perfected methods for looking after the interests of their customers.

After all, street car advertising resolves itself into a question of service. It has become as important a desideratum to get a competent man, with mature experience, judgment and con-

I said that the Ivory Soap people were not certain about the good that street car advertising was doing them. The advertising manager of the Procter & Gamble Company, was for some time very skeptical, and nothing but the most positive proof would have opened his eyes. He is now, however, absolutely convinced, and is one of the most enthusiastic believers in the profitability of good street car advertising.

**S**HOULD WOMEN VOTE? Well, if they could,  
They'd vote for what is pure and good;  
And IVORY SOAP, because it's best,  
Would simply overwhelm the rest.

scientious perseverance, all of which he will use in the interests of his client, as it is to get for newspaper publicity the right kind of an advertising agent.

So that, with their past experience and their reputation for careful planning and successful advertising, we may take it that the Procter & Gamble Company have given the subject of their street car advertising agents the

This series of cards, which will now be run in the Kissam cars, will include many of the old ones which were before so successful in the East, and in addition, several new ones of striking composition.

The Procter & Gamble Company are firm believers in change of copy, and are very particular that all their instructions are carried out to the smallest detail. They have so far

HERE'S a  
little maiden  
.Who lives in  
old Japan;  
Here's her  
scarlet obi.

And here you  
see her fan,

And here's the cake  
of IVORY SOAP

That keeps her  
spick and span.

most careful investigation, and have chosen those upon whom they felt they could place the greatest dependence.

The subject of advertising a soap in the street cars has been mooted before.

made arrangements for no less than thirty-nine changes in the year, and this number is more likely to be increased than decreased.

E. A. WHEATLEY.

There are one and a half million of people in the Province of Quebec.  
There are 300,000 in Montreal and suburbs alone. Montreal  
is growing.

The French-Canadian of the Province of Quebec is one of a race. He is not a foreigner. He is one of the people—he is the people. Where does the general idea arise that the French-Canadian of a country on an uncertain tenure by the magnanimity of his British. We such opinion prevails amongst the majority of Americans.

The facts are quite otherwise.

Eighty per cent of the inhabitants of Quebec Province are Canadian.

The Premier of Canada (Rt. Hon. Wilfred Laurier) is a Frenchman.

The Premier of Canada (Rt. Hon. Wilfrid Laurier) is a Frenchman. Four of the ministers of the Dominion Government are, too.

The Premier of the Province of Quebec and the large majority min-

The President of the Bar Association of Canada is a French-speaking—Hon.

The French-Canadians are not a colony—they are a nation.

For the American advertiser to attempt to reach this large audience

The minutes of all proceedings and debates are printed in both French and English. Court records are kept in the same way.

Naturally, therefore, the French-Canadians support a number of  
advertisers who would be successful in Canada.

**LA PRESSE** of Montreal is the French paper of Canada. Its head  
It is probably the most progressive French paper in the world.

**LA PRESSE** got its start on the way to prosperity when it  
stands on a little pinnacle of its own.

Its circulation was then about 10,000. It was printed on one mean

To-day, according to the American Newspaper Directory, there are

The **LA PRESSE** Building is a handsome six-story structure of  
presses. It employs 250 hands. It owns and uses ten Mergenthaler  
twenty-five patent wagons to make deliveries to agents now.

It is an influential and valuable advertising medium. Everybody knows it.

## FACTS.

Circulation should be proved to advertisers - We prove. Over 54,900 copies printed, sold, read daily—SWORN statement. The circulation of **LA PRESSE** is **EIGHT** times larger than that of any French daily published in Canada. It is larger than that of any newspaper published in Canada, either English or French, without exception. The circulation of **LA PRESSE** is larger than that of any newspaper printed in the French language in America.

# La F

MORE

**GOOD BUSINESS**

the region of which Montreal is the center.  
Montreal is a conservative but enterprising city—it is the largest city in the Dominion—

The popular idea about him is wrong.  
The people English-Canadian comes after, not before him.  
of a down-trodden race, suffered only to exist and to remain in the  
We do not know; but we believe it will be acknowledged that some

are Canadians. They are an intelligent, well-read class of people. They  
They have supplied some of the best men in the Dominion.

Frenchman.

too.

A majority of ministers are French (5 out of 7).

French-Ch.-Hon. J. E. Robidoux.

on. Were there before the English. They have a grip on the country that it

and vital people through the English papers in Canada is folly.  
in both English and French papers. Why, the French language is recognized in Parliament.  
both French and English. A speech in the House may be made in either language.

member of French newspapers, and a knowledge of these is a sine qua non of the ad-

Its head and shoulders above all the rest.

en purchased by its present proprietor, Honorable T. Berthiaume, from its  
one steam press. The enormous number of three small wagons was needed

the average circulation of **LA PRESSE** for the past year was 52,730 copies  
its noisy edition.

ure of James Street, Montreal. The paper is printed on four Goss Duplex  
photo-engraving machines. Also a complete photo-engraving plant. It requires

rybo to knows anything about Canadian advertising knows that this is so.  
noticed. He makes a good customer. It might be well for the American

# La Presse

ON REAL

(Sent free on request.)

PRINTERS' INK has obtained the opinion of several advertisers who are well posted on Canadian advertising and has asked them if the above statements are beyond the truth. The general opinion is that they are quite correct.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**12<sup>¢</sup>** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**12<sup>¢</sup>** For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1891) the end of the century.

**12<sup>¢</sup>** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at same rate.

**12<sup>¢</sup>** Publishers desiring to subscribe for *Printers' Ink*, or that of advertising, may, on application, obtain special confidential terms.

**12<sup>¢</sup>** If any person who has not paid for it is receiving *Printers' Ink* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, OCTOBER 13, 1897.

IT is better to spend a lump sum in a small territory than to scatter a small sum over a large territory.

PERSISTENT perseverance has achieved more successes in advertising than all the originality, capital and so-called "luck" put together.

THE advertiser with a dollar article that need only be purchased occasionally can less afford to advertise than the man with a five-cent article of regular and continued consumption.

PEOPLE read advertisements more critically nowadays than they once did. They estimate the worth of your wares and your storekeeping by the traits of character your business story reveals.

NEW BRUNSWICK, N. J., has a new paper called *The Mosquito*. It announces that its sting will be felt only by those who deserve to feel it. In this respect it is better than its namesake, which takes a wicked delight in bringing the godly to the point—of swearing.

THE Barnard, Sumner & Putnam Co., of Worcester, Mass., who do a large mail order business, issue a handsome 30-page periodical called *The Idle Hour*. The major portion of the space in it is devoted to illustrating and advertising articles for mail order trade, but there is considerable literary matter in it of fair quality. Of course it is sent free. Those who contemplate anything in this line, will find it of interest.

THE medium that pays one advertiser the best may be very unprofitable to his rival.

HIGGINS & SEITER, the New York dealers in cut glass and fine China, issue a catalogue that is mechanically a work of art. It is also an excellent example of good advertising, for each item is illustrated by a truthful picture and the price. The book is worthy of note, because it is probably the only one of its class.

THE American Newspaper Directory catalogues 160 New York City publications which do not appear in N. W. Ayer & Son's *Newspaper Annual* and Messrs. N. W. Ayer & Son catalogue 143 publications in New York City that do not appear in the *American Newspaper Directory*. There must be an error somewhere.

MR. E. C. STOKES, of *Sporting Life*, of Philadelphia, writes to *Printers' Ink* to protest against advertising articles intended for men, or which men habitually purchase, in publications reaching women principally. Among such articles he instances wines, liquors, cigars, sporting goods and men's clothing, particularly underwear, which he affects to believe no woman ever buys for her spouse. Mr. Stokes would have such advertisers patronize sporting papers, which, it is acknowledged, reach the men. But if the "domestic purse-strings" are held in the hand that rocks the cradle, what good will it do to influence the master of creation?

THERE are three classes of newspaper publishers: first, those who believe an advertiser is entitled to know their circulation and are willing that he should and to take any and every step desirable for accomplishing the purpose; second, those who wish to have an advertiser think that they wish to have their circulation known, but are determined to avoid that result by every means possible; third, those who believe that their circulation is a private matter and concerns no one but themselves, and that inquiries concerning it are an impertinence. Publishers of the first and third classes are honest men, but those of the second class are not. Every publisher who reads this knows in which class he belongs.

THE Smith-Premier Co., of Syracuse, N. Y., issues a handsome little pamphlet called "Our Juvenile Class," representing thirty-six little girls of all degrees of sweetness and winsomeness operating the Smith-Premier typewriter. Even a Chinese girl and a pickaninny one is included. While perhaps it is difficult to see just how the typewriter company is to get any direct benefit from the booklet, there is no doubt that it will be preserved by every one who loves little children. And who does not?

WHEN a contemporary of PRINTERS' INK calls matter from its columns without credit, a little printed slip is sent to the offender, calling his attention to the omission. The offender usually replies that he did *not* clip the matter from the Little Schoolmaster's pages, but from some other publication, the name of which has escaped his mind; had he known it was from PRINTERS' INK, he would have taken great pleasure, etc., etc. But is the offense less heinous because perpetrated on a publication not so well known as PRINTERS' INK? Why shouldn't the other publication have been credited?

MR. F. W. SEARS, agent in Great Britain for PRINTERS' INK, has recently taken possession of larger, more commodious offices at Nos. 50 and 52 Ludgate Hill, London, E. C. Mr. Sears does business as an advertising agent and advertisement expert or adsmith, and reports that each succeeding year sees a large increase in the dimensions of his business. People on that side of the Atlantic, Mr. Sears says, are gradually getting to understand that there is something in the copy used, and that it may even pay to employ some one to prepare it, but it will, in his opinion, take some time before this is as fully recognized in England as it is in America. Progress, however, is being made. It was Mr. Sears, it will be remembered, who, in 1893, organized the celebrated PRINTERS' INK dinner in London, at which Mr. Thos. J. Barratt, of Pears' Soap, presided. On that occasion representatives of the largest advertising firms of the United Kingdom assembled to do honor to the Little Schoolmaster's work in elucidating and making clear the principles of advertising. The gathering was a notable one, and will be long remembered by every participant.

THE Seattle (Wash.) *Daily Times* states that the circulation of its daily edition is at present 9,300, as against 6,832 in 1896; of its Saturday edition 11,052, as against 7,325 in 1896; of its weekly edition 4,000, as against 600 last year. Such an increase in circulation in one year is a showing of which any newspaper may be proud.

SEVERAL English manufacturers of bicycles are stealing bodily the advertising illustrations of American manufacturers, at which the latter are waxing wroth. But, after all, it is not worth worrying about. Our English cousins can not steal the business instinct and the mechanical ingenuity that make the American bicycle the leader wherever it is introduced.

THE leaders of Tammany Hall are utilizing the advertising spaces of the elevated roads in New York to present their case. One of these cards reads:

**How About Dollar Gas ?**  
WILL REPUBLICAN  
"REFORM"  
GIVE IT TO YOU?

Some of the cards make the implication that fattening at the public crib is a diabolical invention of the reformers and the Republicans, and entirely unknown to and not at all understood by the Tammany organization.

MANY people will recall the old story of the boy who told his grandmother that he had found a typographical error in the Bible and the earnestness with which the old lady exclaimed: "Kill it! Kill it! That's what has been eating the bookmark." Some people think it is no trick at all to publish a newspaper directory without errors, and now and then some one gets quite enthusiastic over an undoubted error that he has detected in the newspaper directory. These remarks have been suggested by the discovery that in the last issue of the American Newspaper Directory there are 141 Chicago publications that are not named in Ayer's Newspaper Annual, and that the last-named book catalogue contains 88 Chicago publications that are not named at all in the American Newspaper Directory.

MR. W. E. SCOTT, who is a New York special agent, relates that on one occasion he, with four other special agents, undertook to figure out the cost of a certain advertisement in the *Boston Globe*, having the rate card before them, and the five arrived at five distinctly different results. As a rule, the publisher of a paper is not able to figure the price of an advertisement by his rate card and arrive at the same result on two successive days.

AN exhibition that has attracted considerable attention in Harlem and at Thirty-second street, New York, is that of the Animated Advertising Company. It is shown from the roofs of buildings and is in the shape of a large 16 by 12 foot screen, upon which are thrown colored pictures in such rapid succession as to convey the impression that the persons in the picture are alive. The pictures are on the vitascope principle, and the company using them for advertising purposes is identical with the Vitascope Co., of 111 Beekman street. Mr. Graham Hope, manager of the company, explained to PRINTERS' INK how the pictures were produced. The colored photographs are actual reproductions from life, taken at the rate of 46 per minute upon a specially prepared continuous film. By means of electricity this ribbon film can be made to throw upon a large screen 3,450 pictures every minute. This rapid revolution gives the impression of life to the pictures, and there are many in the crowd that nightly watch the show that can not be made to believe that the whole exhibition is an optical illusion. Mr. Hope's first customer in this country was the Admiral Cigarette. He limits his advertisers to five per evening, but seems to be still lacking the other four.

IT is possible for a number of papers in a State, no one of which would be able individually to purchase and pay for a page in PRINTERS' INK, to combine and use a page, as has lately been done by an association of Selected Dailies in the State of Ohio. Such a plan has the advantage of not only keeping the respective papers before the advertiser, but incidentally of advertising the State as a field where an advertising investment is likely to return profitable results. One difficulty that would appear is the fact that the

most valuable papers are sure to get more benefit out of the advertising than others more mediocre, but this can be equalized by an agreement among the members to pay different proportions, or better still, leave it as it stands, because, after all, the amount which each individual paper will pay, under an arrangement of proportional shares, will be comparatively small and an exact adjustment of the cost is, perhaps, not specially to be desired. It is not to be expected that a combination will move as smoothly and produce and put forth at the outset advertising as excellent as the Ohio one has exhibited, but facility comes with practice. The idea of combination is one likely to take root and germinate in the minds of bright newspaper men who are desirous of appearing constantly in PRINTERS' INK's columns.

AS a rule, libel suits don't pay, and in these times it does not very much matter what is said in the papers about a man. It is the *truth* that makes or mars him. In the account recently printed of an interview with Mr. Charles A. Dana by the reporter of an unfriendly paper, Mr. Dana was asked whether there was anything in his past life that had been told about in print or had not been told about, that he would object to having told at this time. After looking over his glasses thoughtfully for a second, Mr. Dana said: "No, I guess you can publish anything you like about me." That was the gist of the matter. To call Washington a liar and Grant a coward, or the editor of the American Newspaper Directory a blackmailer does not harm the reputation of any one of the three; but to call Mr. Leander H. Crall, or any other man, a stinker or a stink-pot (see Standard Dictionary), would be slang and might be injurious. Slang may be expressive, but its use is not in good taste. It is never dignified. Whether it would do any harm to use the language mentioned would depend largely upon how near it came to stating a fact. If true, it is perhaps the sort of thing that the least said about the better. What would be the use of telling what everybody knows? It is worse than waste of time to tell or assert what is not true. What can do no good and might do harm ought not to be done, and shall never be done in these columns so long as the Little Schoolmaster wields the birch.

THE Sioux City (Ia.) *Journal*, daily, published in a town of about 40,000 population, is believed to print an average edition of over 7,000 copies every day in the week, including Sunday. It is made up of eight pages during the week and of sixteen pages on Sunday. Its circulation appears to have been sustained for at least five years and the paper bears many evidences of prosperity. But three other dailies in Iowa, all of which are published in Des Moines, claim so large a circulation rating as is accorded to the Sioux City *Journal*. The semi-weekly, in a statement made in 1894, showed an actual average issue of 4,028. In the last issue of the American Newspaper Directory, in the absence of any report from the publishers, it was credited with issuing in excess of 2,250. Sioux City is situated on the east bank of the Missouri river and is the natural gateway to South Dakota. Its position is one that enables it to secure the early news, and the *Journal*, it is fair to presume, has a good proportion of readers beyond the Dakota line on the opposite side of the river. The office uses Mergenthaler machines, has its own electric light plant, and receives full Associated Press reports. In connection with the *Journal* the same publishers issue the *Evening Times*, which had a circulation in 1896 of 3,044 copies.

#### SUNDAY SUPPLEMENTS.

Office of  
J. & R. LAMB.  
Warerooms: 59 Carmine St.  
New York, Sept. 30, 1897.

##### *Editor of PRINTERS' INK:*

We wish to know what papers in the United States and Canada have art supplements such as the half-tone sections of the New York Sunday papers. Do you supply a list which gives this information? What is its price, or what would you charge for preparing one for us? An early reply will oblige, very truly yours,

J. & R. LAMB.

At Burrelle's Press Clipping Bureau the manager stated that there are very few supplements published now, outside of those in New York. "Indeed I know of but two—those of the Boston *Globe* and the Philadelphia *Times*." In New York the *Times*, *Tribune*, *World*, *Herald* and *Journal* issue supplements of the kind referred to by the Messrs. Lamb. The *Press* gives away a complete publication called the *Iroquois Magazine*, and the *Sunday News* a complete novel. Of the New York supplements, the one issued by the *Times* holds first rank.

#### HOW TO MAKE A PERFECT NEWSPAPER DIRECTORY.

The Michigander who recently migrated to the Bay State, and prints there a bastard imitation of one of PRINTERS' INK's babies, which he calls the *Massachusetts Editor*, appears to be one of the sort of men so fitly described by the late Horace Greeley as "a little creature whom God, for some inscrutable purpose, has permitted to edit a country newspaper." This wise man from the Central West recently undertook to tell how a perfect newspaper directory might be compiled, with circulation ratings that could be relied on, and this is his idea:

Geo. P. Rowell & Co. have written to the *Massachusetts Editor* asking it what means it would suggest for securing accurate and reliable reports of newspaper circulations. THE BEST MEANS IT CAN SUGGEST IS for Rowell & Co. to spend a part of their large earnings for a force of competent traveling men or correspondents who will during the year visit every newspaper town in the United States and secure, directly or indirectly, the exact circulation of every paper, and print it regardless of fear or favor, and blind to the influence of any advertising a publisher might place in either the Directory or PRINTERS' INK. Thus it would be possible for Rowell & Co., with the income which their methods bring, to take the means to make their Directory truly a directory instead of a guesser, with its estimates based upon an incorrect and unfair presumption. The *Massachusetts Editor* believes it is a mistake for publishers not to furnish newspaper directories, Rowell's included, with a truthful statement of their circulation. It also firmly believes that a neglect or refusal to do so can not fairly be considered an evidence of a decreased circulation nor an evidence that a publisher is ashamed to tell his circulation.—*The Massachusetts Editor*, October, 1897.

PRINTERS' INK can but wonder how this directory envoy would progress when he reached the good city of Albany, where three daily papers put forth claims as follows:

Delivered at more homes than all the other Albany papers combined.—*Press-Knickerbocker*, Aug. 17, 1897.

The *Express* has a circulation larger than that of the other Albany morning papers combined.—*Albany Morning Express*, Aug. 16, 1897.

The circulation of the *Argus* is now larger than that of the other two Albany morning papers combined.—*Albany Argus*, Aug. 16, 1897.

In Louisville he would run up against publishers' claims as follows:

The largest morning circulation of any Louisville newspaper.—*Louisville Dispatch*.

The *Commercial* guarantees to advertisers the largest morning circulation of any paper in the South.—*Louisville Commercial*.

More than double the circulation of any other morning paper in Kentucky.—*Louisville Courier-Journal*.

The editor of the American News-

paper Directory says the special envoy idea proposed by the Michigander has been frequently suggested, but is not practicable. In the first place, the expéñse would be too great. In the next place, the information can not be so gathered. "I have been in New York for thirty years," said he, "and I can not tell to-day how large an edition is printed by any daily here, with the sole exception of the *Evening Post*. If I can not learn the needed facts in New York City in thirty years, how long would it take my special envoys to investigate all the papers from North Adams, Mass., to the Klondike *News* emanating from the new journalistic center on the upper Yukon?"

#### POSTER ADVERTISING.

##### ONE MAN'S VIEWS.

The prevailing idea among poster people and poster advertisers at present seems to be that nearly all of the poster's advertising value lies in the collection mania. Nearly every poster seen appears to be aimed at the collector.

That's the reason I'm skeptical about the advertising value of the average poster of to-day. It isn't really a poster. It doesn't aim to be a poster. It aims to be a work of art. It doesn't try to appeal to common, every-day people. It aspires to interest only a class, and a very small class at that.

I don't think that any one will claim that even one-tenth of one per cent of the population collects posters. Most people are too busy with their every-day business to indulge in collection fads. But the very small proportion of the people who do indulge such fads write a heap of letters and make a great many inquiries, and thus deceive the advertiser into the belief that his poster is attracting widespread attention.

When the poster people and the poster advertisers stop trying to interest one little class, and aim their productions at the general public, my belief in them will be multiplied many times. I'm willing to admit that a poster may be very good subsidiary advertising.

A poster will be a poster when it ceases to be simply an artistic freak and becomes a business-like production. Posters will be posters when the wording on them is recognized as the most important feature. Posters will be posters when they are aimed to interest and convince common, every-day people, who see them posted upon the

walls, of the merits of the goods advertised. They will not be posters so long as they are mere artistic enigmas to ordinary people and only interest an insignificant little circle of collectors.

Some of the poster people at present even go to the extreme of entirely omitting any wording. Others make use only of the name of the article advertised. An advertisement that does not tell facts about the article advertised isn't an advertisement. It isn't even a good sign. I don't care if it's the work of Cheret or Grasset. It may be ever so artistic, but it doesn't advertise to the masses. It doesn't even advertise to the classes, save to the few who are interested in the collection fad. It is a nondescript, without advertising value.

I am waiting to see my ideal of a perfect advertising poster. It will be artistic. It will have all the striking color and outline effects of the best work, and better still, it will tell in a few terse, pointed, convincing sentences the most important facts about the article advertised. I don't expect to see this poster until the day comes when poster advertisers recognize that just as much talent is necessary on the part of the man who writes the wording as upon the artist who draws the picture.—*Chas. Austin Bates' Criticisms.*

MR. WM. J. CARLTON, of Elizabeth, N. J., is an exceedingly well informed man upon many subjects; and there is no one, perhaps, better qualified than he to express an opinion upon the comparative value of American religious newspapers. On that account the following is worthy of notice:

I have been acquainted with the religious press for thirty odd years, and have regularly perused the best of its papers. My judgment is that for an all-round family religious paper the *New York Weekly Witness* is the best of them all. It is admirably divided into a variety of departments. The editorials are exceedingly helpful. The expositions of difficult texts and views on mooted questions are clearly stated, and with a fearlessness not always to be found in religious papers. There is variety in the matter, and the selections from many sources keep one informed of what is going on in many phases of life.

WM. J. CARLTON.

#### A PROPOSITION.

Solicitor—I am taking orders for the *Boomerang*, a paper no family should be without; only two dollars a year.

Aged Party—No, I don't want it; I'm getting too old to take any new papers.

Solicitor—That's so; you do look kind of feeble. Suppose you subscribe for three months.—*Golden Rule.*

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. T. J. Kline, of Doylestown, Pa., sends me three advertisements. Two of them are clipped from a newspaper and the third is a circular. These three are advertisements of Mr. F. P. Kolbe. Mr. Kline sends them without any remarks, except the statement that Mr. Kolbe has recently discontinued using the newspapers, and is now advertising only by circulars. Suggestions from Mr. Kline, however, are not necessary, as the advertisements speak for themselves and they speak very loudly in a certain way. They are not likely to be profitable to anybody who uses them. Here are the two advertisements :

### BURDENS

Of life sometimes bring blessings. With only one dollar in place of two we study economy, and the store which has up-to-date prices, makes your dollar purchase as much as two once did. For us, may the rod do its work and never be lifted less we weaken; that we may be worthy of small things is our high aim. To get your \$ we know that we must give in goods more than the worth of it to you. Selling goods is not divided from any good. Neither is any other upright walk in life.

THE STORE, DOYLESTOWN BOURSE,  
**F. P. KOLBE.**

### Balance Sheet.

May this XX be better than any for us. We will try and make it pleasanter for you. All are invited XX morning to the free gift offering. Bring all the little ones. How are things at the store? ask many. We have been looking up debit and credit and find

For 1895,	balance in cash due us,	\$2,000.
For 1896,	" "	22,325.
For 1897,	" due the world,	per cent.
For 1898,	" "	15 per cent.
For 1899,	" due self,	15 per cent.
For 1896,	" "	8 per cent.
For 1895,	" due the Lord,	75 per cent.
For 1896,	" "	80 per cent.
For 1895,	" due in kind due us,	5,000.
For 1896,	" "	4,500.

With help determined are we on a better balance sheet for 1897.

THE STORE—DOYLESTOWN BOURSE,  
**F. P. KOLBE.**

These advertisements are the most absurd I have had the pleasure or rather the misfortune to see within many a day. How any man could for a moment suppose that such advertising would bring business, is beyond my comprehension.

Without any knowledge on the subject, I presume Mr. Kolbe has been using this style of advertising for some time. I notice from his balance sheet advertisement that he has been in business in 1895, 1896 and 1897. How he managed to pull through three such tough years on such advertising, is a mystery to me. If there were no better newspaper advertisements to be had for his business, I do not blame him for giving up advertising in the newspapers. I think he would have saved a lot of money if he had done it long before he did. He would have probably been as well off if he had given the money to charity as he is from having paid it out on such advertising. Having stopped his newspaper advertising, Mr. Kolbe now issues the following circular :

### WHY WE DON'T ADVERTISE

#### IN THE NEWSPAPERS.

*First.*—We are giving our customers goods at lower rates because of less expense.

*Second.*—They are often unreliable, frequently publishing misleading articles. Finger boards without names in their cudgel; with no name, only surmises. See the rot while they feed it to the other fellow off the end of a stick as he holds his nose.

*Third.*—They claim to sell goods for us merchants through the advertisement, and do us good, helping us to prosper, when, in the same paper, they advertise whisky, which pulls down the home and destroys prosperity, and if their proud boast is true, for which they pay no license for the sale thereof.

*Fourth.*—Our store will not be run by any outside papers. We will make right any mistake we may make. Our high ideal is none to be better.

*Fifth.*—Because they sometimes seem to delight in wallowing in the mire, when they should always be on a very high plane, lifting up.

*Sixth.*—Because we have been hoping upon hope for a paper that would make some of the changes here mentioned.

**F. P. KOLBE, Merchant,  
STATE ST., DOYLESTOWN.**

This circular is a jewel in its way. I never saw anything like it. It is supposed to give six reasons why Mr. Kolbe does not advertise in the newspapers, but it really only gives one reason and it is, that Mr. Kolbe does not know how to use a newspaper to advantage and that is why he does not advertise in them.

I am sorry for Mr. Kolbe. I think it is a pity that after all has been said and done throughout this great country to help business men to improve their methods, that there should be one man left who has never heard of any of these things. I presume Mr. Kolbe never read a copy of PRINTERS' INK in his life. I am positive he does not read it regularly.

Now, the thought comes to my mind, are not the newspapers to blame for a large part of this? Is it not their own fault that a man should use such horrible advertisements and then, growing disgusted with the returns, attempts to find some other way to give expression to his feelings? Evidently Mr. Kolbe believes in advertising. If he did not, why would he issue this circular in order to make an excuse for not using the newspapers?

I venture to say that the trouble with the newspapers in Mr. Kolbe's locality is that they have taken the copy which he sent them from time to time and in all likelihood patted him on the back and said each time, "Kolbe, old boy, those are very catchy advertisements that you write; how do you happen to think of so many brilliant things to say?"

It is only natural that a newspaper should be more anxious to sell its space than it is to advise a man what he should put in the space. I think, however, that a successful newspaper is the one that tries to make its advertisements pay its customers. Now, if the owners of the newspapers in which these advertisements appear, know anything at all, they must know that such advertising is not going to bring business. Therefore, while it is not their duty to force a man to use the style of advertising that they most admire, it is their duty to warn him at least, when they see that he is doing something that is not only going to be a detriment to his business, but a detriment to their own newspaper business as well.

\* \* \*

The bigger stores in the cities cater to all classes of people, whether they speak the English language or not. Some of the bigger stores that I know of have as many as ten, twenty or thirty interpreters on their pay roll, men and women, some of whom speak almost every prominent language. No matter who the customer is or where he comes from, he will find some one

in the store who can speak to him in his native language. These interpreters perform other duties, besides speaking foreign languages. They are usually employed as salesmen in various departments, where they wait on customers who come and go, without reference to their ability to talk other languages than English. When a foreign customer goes into a store and wishes the services of an interpreter he usually applies to the superintendent, or to some person whose duty it may be, to summon the proper interpreter to wait on the foreigner, as he goes from department to department buying. A small store, of course, can not afford to have interpreters, but it is well in every case possible to have some one in its employ who can speak the most common foreign languages of the day. Particularly any store located in a town or city where there is a large foreign element should have some one who can talk to customers who can not speak English. If there are a great many Germans in your community, one of your clerks at least should be able to talk German. If there are a great many French people you should have some one in the house who can speak French. Even though these French and German people can talk a little English and can make their wants known if necessary without an interpreter, still they feel more at home with their own language and are more apt to buy when waited upon by some one who speaks their mother tongue. As a rule foreigners who can not speak English do not shop to the great extent that is practiced by Americans. When they go out on their shopping tours they are usually prepared to buy a considerable quantity; thus your interpreter could often sell to a foreigner a larger quantity of merchandise than is usually sold to an English-speaking person in any one shopping tour.

\* \* \*

Employers generally are in the habit of saying that their employees do not appreciate anything that's done for them. This is in all probability true in the case of some employees, but the better class of employees—those which are most useful to their employer—do appreciate what their employer may do for their advantage and comfort. This is the class of employees that it pays to have, and who do much to making your business, and it well pays an employer to look to their interest

in giving them what little comfort he can without interfering with his business. In stores having a number of employees some kind of clean and pleasant quarters should be provided for lunch room and for retiring room. Employees are not benefited and their services are not improved by being compelled to eat lunch or spend time in the *stomach turning quarters* that are provided by some stores for their help. Employees can always work better when they feel well and in good humor. By helping them in health and cleanliness you are not only benefiting them but improving their inclinations and ability to serve you well.

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Somebody originated the idea that odd figures were a means of attracting trade, and when the idea was first put into practice I presume it did, to a certain extent, influence a certain class of buyers. It must have been a good thing once, or so many merchants would not have taken it up, but I believe its usefulness is worn out, and that the extensive practice that some stores make of marking their goods with odd figures has become simply ridiculous and a detriment to their business. Some time ago a certain department store on Sixth avenue had a window of very handsome lace wraps. There were five pieces only displayed in the window, on which prices were marked, and these were the prices on them : \$49.99, \$99.99, \$149.99, \$299.99 and \$1,399.99. This system of marking prices is the worst that could be devised. It not only made the store ridiculous in the eyes of the public, but evidently impressed buyers with the fact that the store was seeking after an odd figure, rather than seeking to mark the merchandise at a reasonable price.

If I may be excused for referring to personal experience, for the second time in this article, I would quote a rule which I made for the advertising department of Siegel-Cooper Company during my service for them, i. e., "In marking goods for stock, as well as advertising purposes, avoid as far as possible odd prices, such as \$1.99, \$3.98, etc., which are often used by some stores as catch-penny figures to make their goods appear cheaper than they really are. Where the sum is less than \$1.95 any figures desired can be used, as in small amounts one cent sometimes really

means a good deal. In sums larger than \$1.95 no odd prices should be used, goods marked \$1.95, \$2, \$2.05, \$2.10, etc. In sums larger than \$10 goods should be marked \$10.25, \$10.50, \$10.75, \$11, etc., being multiples of 25 cents. The purchasing power of the 'Big Store' should enable our buyers to sell for \$1.95 or less any goods which competitors feel called upon to mark \$1.98 or \$1.99, or to sell at \$10 any goods which competitors feel called upon to mark \$10.17, or any such odd price."

This, I believe, would be a good rule for many stores to adopt.

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In advertising a retail store, do not forget to have some particular feature to talk about. Advertising generalities is usually not nearly so effective as advertising specific facts, or specific merchandise. A great many people who have not learned the secrets of successful advertising, think that there is a virtue in the plain statement of the goods that a store sells. There may be some virtue in it, but not as much as there is in dwelling upon specific items. The old statement that : Tompkins, Witherspoon & Co. are Retailers of all kinds of Wines, does not make near as attractive an advertisement as dwelling upon different features of the wine business.

Facts in general about the business are good to use once in a great while, where you may wish to impress upon the public your general principles of trade. But it is the individual item, the individual thought, around which the successful advertisement can usually be woven. If I were advertising a wine store I would dwell upon how the wine was made, the price of it, the age of it, the delivery of it to the customers, etc., etc.

About the thought of age, I would dwell upon the fact that the quality of the wine was due to a natural process extending through years of time and not to an artificial process imparted to the wine in order to make it appear older than it really is. I would dwell upon the fact that all my wines were of a certain age before I placed them upon the market, etc., etc. These thoughts, all coming from the primary thought, age, make much better advertising than the general broad statements that some merchants seem to think are all that is necessary for their advertisements.

STATEMENT OF CIRCULATION OF AMERICAN NEWSPAPER DIRECTORY

New York, N.Y., January 8<sup>th</sup>, 1897.

MR. GEO. P. ROWELL & CO., Publishers of American Newspaper Directory, to Spruce Street, New York:

Sirs.—The issues of this paper for each year from January 1st, 1896, to December 31st, 1896, inclusive, actual number of complete copies printed, have been as stated below.

NUMBER	PUBLISHED	ISSUE	NUMBER	ISSUE	NUMBER	ISSUE	NUMBER	ISSUE
1 2070			1 20700		1 20700		1 20700	
2 4620	3 0730	3 0730	2 46200	3 07300	2 46200	3 07300	2 46200	3 07300
3 20100			3 20100		3 20100		3 20100	
4 27450	2 7450	2 7450	4 27450	2 7450	4 27450	2 7450	4 27450	2 7450
5 27470	2 7470	2 7470	5 27470	2 7470	5 27470	2 7470	5 27470	2 7470
6 27490	2 7490	2 7490	6 27490	2 7490	6 27490	2 7490	6 27490	2 7490
7 27510	2 7510	2 7510	7 27510	2 7510	7 27510	2 7510	7 27510	2 7510
8 27530	2 7530	2 7530	8 27530	2 7530	8 27530	2 7530	8 27530	2 7530
9 27550	2 7550	2 7550	9 27550	2 7550	9 27550	2 7550	9 27550	2 7550
10 27570	2 7570	2 7570	10 27570	2 7570	10 27570	2 7570	10 27570	2 7570
11 27590	2 7590	2 7590	11 27590	2 7590	11 27590	2 7590	11 27590	2 7590
12 27610	2 7610	2 7610	12 27610	2 7610	12 27610	2 7610	12 27610	2 7610
13 27630	2 7630	2 7630	13 27630	2 7630	13 27630	2 7630	13 27630	2 7630
14 27650	2 7650	2 7650	14 27650	2 7650	14 27650	2 7650	14 27650	2 7650
15 27670	2 7670	2 7670	15 27670	2 7670	15 27670	2 7670	15 27670	2 7670
16 27690	2 7690	2 7690	16 27690	2 7690	16 27690	2 7690	16 27690	2 7690
17 27710	2 7710	2 7710	17 27710	2 7710	17 27710	2 7710	17 27710	2 7710
18 27730	2 7730	2 7730	18 27730	2 7730	18 27730	2 7730	18 27730	2 7730
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20 27770	2 7770	2 7770	20 27770	2 7770	20 27770	2 7770	20 27770	2 7770
21 27790	2 7790	2 7790	21 27790	2 7790	21 27790	2 7790	21 27790	2 7790
22 27810	2 7810	2 7810	22 27810	2 7810	22 27810	2 7810	22 27810	2 7810
23 27830	2 7830	2 7830	23 27830	2 7830	23 27830	2 7830	23 27830	2 7830
24 27850	2 7850	2 7850	24 27850	2 7850	24 27850	2 7850	24 27850	2 7850
25 27870	2 7870	2 7870	25 27870	2 7870	25 27870	2 7870	25 27870	2 7870
26 27890	2 7890	2 7890	26 27890	2 7890	26 27890	2 7890	26 27890	2 7890
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28 27930	2 7930	2 7930	28 27930	2 7930	28 27930	2 7930	28 27930	2 7930
29 27950	2 7950	2 7950	29 27950	2 7950	29 27950	2 7950	29 27950	2 7950
30 27970	2 7970	2 7970	30 27970	2 7970	30 27970	2 7970	30 27970	2 7970
31 27990	2 7990	2 7990	31 27990	2 7990	31 27990	2 7990	31 27990	2 7990
32 28010	2 8010	2 8010	32 28010	2 8010	32 28010	2 8010	32 28010	2 8010
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36 28090	2 8090	2 8090	36 28090	2 8090	36 28090	2 8090	36 28090	2 8090
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38 28130	2 8130	2 8130	38 28130	2 8130	38 28130	2 8130	38 28130	2 8130
39 28150	2 8150	2 8150	39 28150	2 8150	39 28150	2 8150	39 28150	2 8150
40 28170	2 8170	2 8170	40 28170	2 8170	40 28170	2 8170	40 28170	2 8170
41 28190	2 8190	2 8190	41 28190	2 8190	41 28190	2 8190	41 28190	2 8190
42 28210	2 8210	2 8210	42 28210	2 8210	42 28210	2 8210	42 28210	2 8210
43 28230	2 8230	2 8230	43 28230	2 8230	43 28230	2 8230	43 28230	2 8230
44 28250	2 8250	2 8250	44 28250	2 8250	44 28250	2 8250	44 28250	2 8250
45 28270	2 8270	2 8270	45 28270	2 8270	45 28270	2 8270	45 28270	2 8270
46 28290	2 8290	2 8290	46 28290	2 8290	46 28290	2 8290	46 28290	2 8290
47 28310	2 8310	2 8310	47 28310	2 8310	47 28310	2 8310	47 28310	2 8310
48 28330	2 8330	2 8330	48 28330	2 8330	48 28330	2 8330	48 28330	2 8330
49 28350	2 8350	2 8350	49 28350	2 8350	49 28350	2 8350	49 28350	2 8350
50 28370	2 8370	2 8370	50 28370	2 8370	50 28370	2 8370	50 28370	2 8370
51 28390	2 8390	2 8390	51 28390	2 8390	51 28390	2 8390	51 28390	2 8390
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69 28750	2 8750	2 8750	69 28750	2 8750	69 28750	2 8750	69 28750	2 8750
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85 29170	2 9170	2 9170	85 29170	2 9170	85 29170	2 9170	85 29170	2 9170
86 29210	2 9210	2 9210	86 29210	2 9210	86 29210	2 9210	86 29210	2 9210
87 29250	2 9250	2 9250	87 29250	2 9250	87 29250	2 9250	87 29250	2 9250
88 29290	2 9290	2 9290	88 29290	2 9290	88 29290	2 9290	88 29290	2 9290
89 29330	2 9330	2 9330	89 29330	2 9330	89 29330	2 9330	89 29330	2 9330
90 29370	2 9370	2 9370	90 29370	2 9370	90 29370	2 9370	90 29370	2 9370
91 29410	2 9410	2 9410	91 29410	2 9410	91 29410	2 9410	91 29410	2 9410
92 29450	2 9450	2 9450	92 29450	2 9450	92 29450	2 9450	92 29450	2 9450
93 29490	2 9490	2 9490	93 29490	2 9490	93 29490	2 9490	93 29490	2 9490
94 29530	2 9530	2 9530	94 29530	2 9530	94 29530	2 9530	94 29530	2 9530
95 29570	2 9570	2 9570	95 29570	2 9570	95 29570	2 9570	95 29570	2 9570
96 29610	2 9610	2 9610	96 29610	2 9610	96 29610	2 9610	96 29610	2 9610
97 29650	2 9650	2 9650	97 29650	2 9650	97 29650	2 9650	97 29650	2 9650
98 29690	2 9690	2 9690	98 29690	2 9690	98 29690	2 9690	98 29690	2 9690
99 29730	2 9730	2 9730	99 29730	2 9730	99 29730	2 9730	99 29730	2 9730
100 29770	2 9770	2 9770	100 29770	2 9770	100 29770	2 9770	100 29770	2 9770
101 29810	2 9810	2 9810	101 29810	2 9810	101 29810	2 9810	101 29810	2 9810
102 29850	2 9850	2 9850	102 29850	2 9850	102 29850	2 9850	102 29850	2 9850
103 29890	2 9890	2 9890	103 29890	2 9890	103 29890	2 9890	103 29890	2 9890
104 29930	2 9930	2 9930	104 29930	2 9930	104 29930	2 9930	104 29930	2 9930
105 29970	2 9970	2 9970	105 29970	2 9970	105 29970	2 9970	105 29970	2 9970
106 30010	3 0010	3 0010	106 30010	3 0010	106 30010	3 0010	106 30010	3 0010
107 30050	3 0050	3 005						

## THE ATLANTA "CONSTITUTION."

In the issue of PRINTERS' INK for Sept. 29 the following advertisement of the Atlanta *Constitution* was copied:

## TALK IS CHEAP.

Shrewd advertisers, however, recognize that they must use the Atlanta Constitution

If they expect to cover ATLANTA,

GEORGIA, or the SOUTH.

Daily Constitution Over 25,000.

Sunday Constitution Over 32,000.

Weekly Constitution Over 160,000.

For Sample Copies and Rates Address:

NICHOLS & HOLLIDAY,

SOLE ADV. AGENTS.

ATLANTA, GA.

Commenting upon this, PRINTERS' INK took occasion to say:

The advertisement of the Atlanta *Constitution*, printed above, is a reduced fac-simile of one to be seen in the *Newspaper Maker*, issue of Sept. 16, 1897. PRINTERS' INK will give a yearly subscription to any one who will prove that one hundred and sixty thousand copies of the Atlanta *Constitution* were ever printed in a single week, and will pay twenty-five dollars cash to any one who will prove that the average weekly issue of the Atlanta *Weekly Constitution* for fifty-two weeks preceding Sept. 16, 1897, was as large as forty thousand copies.

A galley proof of the article reproduced above having been sent in advance to the publishers of the Atlanta *Constitution*, it elicited the two communications that follow:

## "THE CONSTITUTION,"

Clark Howell, Editor.

Circulation : Weekly, 156,000 ; Morning, 25,000 ; Sunday, 32,000.

ATLANTA, Ga., Sept. 27, 1897.

Messrs. Geo. P. Rowell & Co. :

I inclose you herewith statement taken from the issue of PRINTERS' INK of Sept. 29 in reference to the circulation of the *Constitution*.

I am sure that the standing of your firm is such that you would not intentionally and deliberately misrepresent the *Constitution*. I address you, therefore, feeling certain that if it can be shown plainly and to your own satisfaction that you have done us a grievous wrong, you will not hesitate to make correction accordingly.

In the statement of PRINTERS' INK, marked in the inclosed clipping, it is declared:

1. That the *Constitution* never has at any time published 160,000 copies of any issue in one week.

2. That the average weekly issue of the *Constitution* for 52 weeks, preceding Sept. 16, 1897, has been less than 40,000 copies.

Now here are two direct statements which are either true or untrue. In order that you may be put in possession of the full facts, and may be your own judge as to the conclusions reached, we will pay the expenses of any man you may designate to come to Atlanta and to report accordingly.

If we do not prove to your own satisfaction:

(1) That the regular bona fide paid-up subscription list of the *Weekly Constitution* is more than 100,000, and (2) That we have on repeated occasions published issues of the

*Weekly Constitution* exceeding 200,000 copies, the same to be proven by exhibits of receipts for postage paid for these several issues—we are willing to make public acknowledgment of the justice of your criticism.

This letter is written to you not with the hope or the expectation that you will ignore our proposition. We would like one of the members of your firm to come if possible, and, if not, to have you send one of your best men. We will entertain him here as our guest, and pay his expenses from the time he leaves New York until his return. We hold ourselves ready to prove the great injustice of each of the two statements made by you, as outlined above, and of the correctness of each of the two statements made by me above.

Please do me the kindness to let me hear from you in response to this, obliging, very truly yours,

*W. A. Hemphill*

## "THE CONSTITUTION,"

W. A. Hemphill, Business Manager.

ATLANTA, Sept. 28, 1897.

Messrs. Geo. P. Rowell & Co., New York :

I endorse the inclosed letter, and hope that you will comply with the request contained therein. We have been knowing each other for thirty years, and our business relations have always been pleasant and satisfactory.

Yours truly,

*W. A. Hemphill*

On receipt of these communications from Messrs. Howell and Hemphill, the following reply was sent:

Offices : 10 Spruce St.  
NEW YORK, Sept. 30, 1897.

Mr. Clark Howell, Editor *Constitution*, and  
Mr. W. A. Hemphill, Business Manager  
*Constitution*:

Your respective letters of Sept. 28 are at hand, and contents duly noted.

It is the easiest thing in the world to satisfy us of the accuracy of your circulation claims. All we require from you is a statement, duly dated and signed, showing your output for the period of one year. The accompanying fac-simile of a report made for PRINTERS' INK, covering the year 1896, gives the idea. We are not particular about the form, so that the substance is given. We suggest that you rule a sheet and make a report for the period between Oct. 1, 1896, and October 1, 1897. When you have furnished us with such a statement, if we doubt its accuracy, we will take ourselves personally to Atlanta, at our own expense, and examine such proofs as you choose to present. We are moderately certain, however, upon two points: First, that if you furnish such a statement it will be true, and need no substantiation beyond your signature and the date. Second, that it will be a long day before we get such a statement so signed and dated.

Meantime we are, your obedient servants,

GEO. P. ROWELL & CO.,  
Publishers of the American Newspaper  
Directory and PRINTERS' INK.

And this is the way the case stands at present.

## ADVERTISING A BOOK.

*By J. Armoy Knox.*

An author who proposes to act as his own publisher is about to put a new book on the market. He asks what he should do in the matter of advertising it in the newspapers, how much he should spend and what returns from such expenditure he might expect.

It all depends on the book, and whether its subject is of general or special interest or of any interest at all. In a broad way it may be safely affirmed that displayed newspaper advertising of a book does not pay. The manufacturer of a 5-cent cake of soap can afford to spend hundreds of thousands of dollars in advertising the merits of his soap, because if the advertisement induces a soap consumer to buy one 5-cent cake, he or she may continue to purchase other 5-cent cakes from time to time for many years.

The manufacturer of a book can hope to sell only one book to each person, who may, through an advertisement, be induced to buy. There are no further sales of other copies of the same book to that customer. One pair of shoes or one cake of soap may sell other pairs of the same kind of shoes or other cakes of the same sort of soap to the same person. Not so with the book. Therefore there is not enough profit in the sale of a dollar book to justify advertising it in the newspapers as shoes and soap are advertised, or in paying cash for any sort of newspaper display advertising. However, technical books may be advertised with profit in technical journals. It may pay to advertise high-priced medical books in medical journals and law books in legal periodicals. Encyclopedias and dictionaries may bear the expense of advertising, and such advertising may bring profitable returns.

The public must be reached in another way when the ordinary 50-cent or \$1 book, such as a novel or a volume of essays, is to be advertised.

The large publisher—who publishes many books—can afford to advertise to some extent in newspapers for the reason that in one displayed advertisement he can describe many books. He can also, at comparatively small cost, send catalogues and circulars to an extensive list of booksellers who are his regular customers.

A large amount of newspaper advertising can, of course, be obtained at

small cost by sending copies of the book to newspapers that make a feature of publishing reviews of current literature. People who buy books read these reviews; therefore the class that the book publisher wishes to reach is advised of the character, style and theme of his book at very small cost to the publisher.

The author who tries to be his own publisher will, in many ways, spend as much in advertising his one book as the general publisher spends in advertising ten to a hundred books, and his sales will be much more limited than they would be if he employed a publishing house to push the book.

A certain author of Gotham—well known to the writer—two years ago wrote a really meritorious novel. It was his first effort. The publisher to whom he submitted the manuscript offered to publish the book for a certain sum, to be paid by the author for the first 1,000 copies; subsequent editions to be issued at the publisher's expense and the author to be paid a royalty on every copy sold. The author thought he knew a thing worth two of that. Had not some of his newspaper friends, who had heard the manuscript read, given him gushing advance notices? He, therefore, knew that countless thousands must be waiting impatiently for the chance to buy and read his thrilling story, and were even then moaning in their sleep and gnashing their teeth because of the delay. He would publish his book himself and rake in both author's and publisher's profits. Why not? So he became his own publisher. He was a rich young author and could afford it. He published an edition of 5,000 as a starter. He sent copies to some newspapers, and for a year he advertised spasmodically in others and sent out circulars and newspaper notices to booksellers. At the end of the year he had on hand 4,700 copies of his first edition. He was poorer, but wiser. He then went to a publisher, to whom he sold the plates and the 4,700 copies for a nominal sum. The experienced publisher, by his methods and through his bookseller connections, sold all the books, and not long since he told the writer that he had to print another edition.

Another and very successful way to advertise and sell a book is to issue it to the public through the great wholesale news companies, but that is a story for some other time.

## FEATURING.

A device of the managing editor for the advertising of his paper is "featuring," which is to distend and print conspicuously under scare heads accounts of any subject that is supposed to be interesting. In a city like New York, for instance, where crimes are committed every day, a managing editor can make an "epidemic of crime" at almost any time by ordering the thefts, burglaries, highway robberies and murders which would be reported ordinarily in small paragraphs and distributed about in the corners of the paper, to be spread out at length in the writing and then grouped with pictures on one page. Care must be exercised not to overdo one subject, for the theory of sensationalism includes the belief that the average newspaper reader's mind is as fickle as it is shallow, so the managing editor has to be always on the lookout for fresh material or novel ideas. This is the most difficult duty he has, and the few fertile journalistic minds are very highly prized. An editorial writer in Chicago said that a New York newspaper proprietor had offered him \$10,000 a year to submit each day an "original idea." But originality is not indispensable. Old schemes that have not been used for a long time are revived. Trust agitation is always effective, but charity is the best; the newspaper finds and describes distress, then tells how it brought relief to the suffering. The "constant reader" can have a share in this "featuring" for subscription lists are open to all, full acknowledgment being made in print. It does not matter much what the paper uses in this way.—*Scribner's Magazine.*

## THE LONDON "TIMES."

With a circulation of little over 50,000, the *Times* remains at the head of the list. How this is done has always been and will ever be a mystery. Nothing is ever done in this great establishment on the impulse of the moment. Information, be it ever so important, is never given to the world until it has been pondered to the last line, and then it is printed as if it were a matter of the merest commonplace. I know that the *Times* has held back news a week at a time. That is the all-pervading spirit of the establishment. It takes years and worlds of influence to get an appointment on its staff.—*N. Y. Sun.*

## ARRANGED BY STATES.

*Advertisements under this head 50 cents a line.  
Must be handed in one week in advance.*

## OHIO.

DAYTON MORNING TIMES, EVENING NEWS,  
WEEKLY TIMES-NEWS, 14,000 daily, 4,500  
weekly. LA COSTE, NEW YORK.

YOUNGSTOWN, O. Sunday News; established  
15 years; 2 cents a copy; sworn circ'n 4,200  
copies. Reaches the best homes. Rates Sec. Inch.  
Write C. M. SHAFFER & CO., Youngstown, O.

## SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in south Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

## TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live peoples.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice-Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents. —

## WASHINGTON.

THE "P.L."

SEATTLE POST-INTELLIGENCER.  
Largest circulation in the State.

## WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

## Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

## THE EVENING CALL

LAFAYETTE, INDIANA,  
is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

## Supreme in its Field.

"During the first half of 1897 the

Eight-Hour  
Herald

was a WEEKLY visitor in 17,169  
homes of the better class of well-paid  
skilled mechanics in all branches of  
industry throughout America.

There are official journals of great  
labor organizations—the Interna-  
tional Association of Machinists and  
Brotherhood of Railroad Trainmen  
for example—whose issues exceed  
that of the Eight-Hour Herald two  
to one, but of course their circu-  
lation is entirely confined to the  
particular industries mentioned.

No labor journal in the annals of  
the American press ever achieved  
a general circulation equal to that  
of the Eight-Hour Herald, Chicago."

—Bloomington (Ill.) Bulletin.

THE EDITION OF

# The American Messenger

for the months of October,  
November and December  
will be

**60,000 COPIES  
EACH MONTH.**

Rates 30c. per Line, Gross.  
Discounts for Time or Space.

**American Tract Society,**

PUBLISHERS,

10 East 23d Street, New York.

F. L. WEARE, Adv. Mgr.

# Gone By

The time has gone by when general advertisers fail to use LANE'S LIST of five bright, paying monthlies. They pay because they reach over 650,000 families right in their Homes. Rates only \$3.00 a line, seen by fully

**3,000,000**  
people.

WALTER D. STINSON,  
Augusta, Maine.

To some advertisers it seems strange that they should pay me to put their advertisement in type and furnish an electro when the papers which get the order will do it for nothing.

But this is one instance where paying for something you can get done for nothing does prove profitable.

The advertisements that I put in type will stand out over the heads of others in any company.

I know just enough about the printing business than the other fellow does to make it to your advantage to come to me.

No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing.

What do you think of the typesetting in the ads in PRINTERS' INK?

Compare them with your own in the local paper. Write to me about it.

Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce street, New York.

Make . . .  
Advertising  
Pay . . .

THE  
**Evening  
Journal**

OF JERSEY CITY, N. J.

Was a daily visitor during 1896  
to no less than

**15,035 Families**

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches  
15,035 families must pay  
advertisers.

# Jones Deems It Due

Office of  
DAILY AND WEEKLY LIGHT.  
Jas. O. Jones, Proprietor.

CIRCULATION—DAILY 625, WEEKLY 2,800.

WAXAHACHIE, Tex., Sept. 27, 1897.

GEO. P. ROWELL & CO., New York:

*Dear Sirs*—Please run the attached advertisement under the rating of THE LIGHT in the forthcoming edition of the American Newspaper Directory.

You can draw on me for same at 50c. per line, which I understand is the rate.

I deem it due you to state that this paper has always received all the rating it was entitled to in your Directory. I notice you have certain rules, and when I comply with these rules I have no trouble in getting my papers properly rated.

In this connection I also desire to thank you for the careful and impartial manner in which you have handled my ratings sent in from time to time.

Very truly,

# THE Agent's Guide

## NEW YORK

Circulates everywhere.

Published nine years.

None better for Agents or Mail Orders.

## Rates, 50c. a Line.

Forms close 25th.

Put AGENT'S GUIDE on your list.—Paper on file at all agencies.—Sample copy on request.

AGENT'S GUIDE,

P. O. Box 494, NEW YORK.

# An Impossible Proposition

—covering West Virginia

without using the

## WHEELING NEWS.

WHY? Because it is the only English evening paper in Wheeling. Again, because it has a larger circulation than any other daily in that State. *We guarantee a circulation 60 per cent greater than any other daily in West Virginia.*

And also, because the purchasing power of its readers is beyond doubt.

We are pleased to submit favorable prices for advertising and any information desired regarding this paper and its field.

38 Park Row,  
NEW YORK.

H. D. LA COSTE,

Eastern  
Manager.



# The Ladies' World

accepts only reputable business. Fake advertising of all kinds excluded from its columns. Goes into .

## 400,000 Homes

It's a money-maker for advertisers.

Dec. Number closes Oct. 25th

Write for particulars to

S. H. MOORE & CO.,  
Publishers,  
23-27 City Hall Place, - New York.

# A PRACTICAL FARM PAPER.

The American Agriculturist Weekly is edited by men who know enough to make a paper that does not shoot over the heads of practical farmers. It goes at them in a practical way and dwells upon the practical side of farming, as well as on all topics of agriculture, horticulture, etc. A paper of this kind is the strongest advertising medium possible. It is divided as follows:

**AMERICAN  
AGRICULTURIST**  
NEW YORK.

Circulation, **72,000**

Covering the Middle  
and Southern States.

**ORANGE JUDD  
FARMER**  
WESTERN EDITION,  
CHICAGO.

Circulation, **57,000**

Covering the Central  
and Western States.

**THE NEW ENGLAND HOMESTEAD**

EASTERN EDITION,  
SPRINGFIELD, MASS.

Circulation, **36,000**

Covering the  
New England States.

Each paper covers thoroughly the field in which it circulates, and has a circulation of at least 25% larger than any other agricultural paper in the same field.

The Sworn Circulation is

—>>>EACH **165,000 WEEK.**<<<—

**Orange Judd Company,**

NEW YORK,  
52 Lafayette Place.

CHICAGO,  
Marquette Bldg.

SPRINGFIELD, MASS.,  
27 Worthington Street.

# The Evening Post

Has more influence copy by copy  
than any other daily medium in  
New York City. It is not only a  
great paper with a national reputa-  
tion for its editorial page, but it  
is an all 'round newspaper of the  
highest character, and its readers  
know that only reliable advertise-  
ments are permitted in its col-  
umns. There is no exponent of  
high-class, enterprising journal-  
ism in the country which equals

**The Evening Post**

206-210 Broadway,

New York City

**Population of Ohio**  
 (CENSUS OF 1890)  
They are Newspaper Readers.

**All the Best Advertisers use "THE SELECT LIST  
 QUOTED CIRCULATION GUARANTEED.  
 OF OHIO."**

**The leading  
 and best  
 newspapers  
 in the  
 cities here  
 named:**

AKRON, Beacon-Journal	KENTON, News	PORTSMOUTH, Times
ASHTABULA, Beacon	LANCASTER, Eagle	SALEM, News
BELLEFONTAINE, Index	LIMA, Times-Democrat	SANDUSKY, Register
BUCYRUS, Telegraph	MANSFIELD, News	SIDNEY, Democrat-News
CAMBRIDGE, Jeffersonian	MARIETTA, Register	SPRINGFIELD, Republic-Times
DEFIANCE, Republican-Express	MARION, Star	WARREN, Chronicle
EAST LIVERPOOL, Crisis	MASILLON, Independent	WOOSTER, Republican
FINDLAY, Republican	MT. VERNON, News	XENIA, Gazette and Torchlight
GALLIPOLIS, Journal	NEWARK, Tribune	YOUNGSTOWN, Vindicator
HAMILTON, News	NORWALK, Reflector	ZANEVILLE, Courier.
IRONTON, Irontonian	PIQUA, Call	

by each member of the "List" upon application direct, and the rates are guaranteed to be as low as is consistent with sound business management.

**Rates will be quoted**

**GOOD,  
HONEST,  
FAMILY  
PAPER**

GLEAN NEWSY  
BRIGHT  
ENTERTAINING



# **ELMIRA TELEGRAM**

**Circulation  
Exceeding**

**100,000**

**A. FRANK RICHARDSON**

TRIBUNE BUILDING, - - - NEW YORK  
CHAMBER OF COMMERCE, - CHICAGO  
RED LION COURT, FLEET ST., LONDON



**PLEASSES  
READERS,  
PAYS  
ADVERTISERS  
AND  
BRINGS  
RESULTS**

# My Busy Week

On Monday, Sept. 27th, I started the week with fifty (50) orders, and strange to say there was not one among them which was not a duplicate. On Tuesday, Sept. 28th, I received 32 orders, Wednesday, Sept. 29, 32 orders, Thursday, Sept. 30th, 39 orders, Friday, Oct. 1st, 36 orders, and Saturday, Oct. 2nd, 39 orders, making a total of 228 orders for the week.

They came from every part of the United States and Canada, and every one was accompanied by the cash. Can any of my competitors make such a showing? Even with a dozen travelers covering every part of the country and taking orders on credit, they could not equal my record. My customers are my salesmen. They sell my inks by praising them to printers who have been paying three or four times my prices, simply because they secure an extension of thirty or sixty days to pay the bill.

To get my inks you must send the cash in advance. My responsibility has been tested by my having filled over 35,000 orders since I started in the ink business, and in no case have I ever varied from my golden rule, as the small printer is treated the same as the large one.

Send for my price list. Address

**PRINTERS' INK JONSON**

8 Spruce Street,

New York.



In every city there  
is one paper that  
leads—that reaches  
the best class of citizens—  
people with money to buy  
what they want and to  
pay for it; one paper that  
gives advertisers the best  
results. In Springfield,  
Ohio, that paper is the **\* REPUBLIC - TIMES.**  
No one denies it. **\* \* \***

THE HOSTERMAN  
PUBLISHING COMPANY,  
SPRINGFIELD, OHIO.

The Favorite Newspaper  
in Michigan

is now, and has been so for 64 years,

# The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily, - - -	36,323
Sunday, - - -	47,331
Twice-a-Week,	100,495

Rates and sample copies on application  
to the home office or to

R. A. CRAIG,  
41 Times Building, New York City.

# RATES FOR ADVERTISING

In THE CHICAGO DISPATCH are cheap when quantity and quality of circulation are considered.

Under the new management THE CHICAGO DISPATCH is rapidly forging to the front. It is the only recognized organ in Chicago of the Democratic party, and is indorsed by Senator J. K. Jones, Chairman of the Democratic National Committee, and by other prominent leaders.

## THE DAILY DISPATCH

has a large circulation in Chicago and the surrounding towns.

## THE WEEKLY DISPATCH

circulates principally in Illinois, Indiana, Michigan, Iowa and Wisconsin.

Rates in either are ten cents a line. Send orders direct or through any responsible advertising agency.

## THE CHICAGO DISPATCH,

115 and 117 Fifth Avenue,

CHICAGO, ILLINOIS.



Druggists, as a general rule, do not make a practice of recommending proprietary medicines. Sometimes, however, when they have a particularly bad case of dyspepsia to deal with, they have been known to ask the sufferer to try Ripans Tabules. A St. Louis lady who was afflicted with chronic dyspepsia told a friend that she had tried more than a dozen different kinds of medicine without much relief; but one day, when she went to her druggist to have a bottle refilled, he asked her why she did not try Ripans Tabules. She bought some and took them regularly at meal time according to directions, and now she says she has never seen their equal for complaints of the stomach and liver such as she has so long suffered from.

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores — FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (100 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York — or a single carton (ten tabules) will be sent for five cents.

# To Agricultural Advertisers

Do you realize the improved prospects for farmers and the substantial indications of better times for all engaged in the agricultural trade? Not only is there an ENORMOUS WHEAT crop putting AT LEAST \$500,000,000 into the farmers' pockets, but there have been substantial gains above low-water mark in corn, oats, tobacco and other staples. Many of the special crops, the growers of which have suffered seriously from low prices, are also commanding decidedly better prices.

**TIMES ARE BETTER THAN A YEAR AGO.** While reactions and fluctuations occur, there is a general upward trend in prices of nearly all produce, as well as many other articles. It certainly looks as though farmers would have more money to spend the coming year than for some years past, and they have been buying so little meanwhile that, like manufacturers and railroads, they now find they need to make many purchases and repairs.

# Farm and Home

Sworn Circulation  
**250,000**

Each Issue      Copies

This is the proper medium in which to place your goods before the farmers of the country and thus put yourself in a position to reap the benefits of this coming prosperity.

The Phelps Publishing Co.,

SPRINGFIELD, MASS.  
27 Worthington St.

CHICAGO, ILLINOIS.  
204 Dearborn St.

TO THE ADVERTISERS OF AMERICA.

# Confidential Information

In dealing with newspapers and periodicals and paying them large amounts for advertising it often appears essential to know about the stability, character, standing and present circulation of a particular publication under consideration.

The information conveyed by a newspaper directory is brief and touches only upon well-defined lines.

A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser can not profitably concern himself.

The American Newspaper Directory is published on the first days of March, June, September and December of each year. The price of the quarterly volumes is \$5 per issue.

Annual subscriptions, covering the four quarterly issues of the Directory, are solicited, together with a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly at \$5 a year.

The price of an annual subscription, as specified above, is twenty-five (\$25) dollars; and the subscriber, in addition to the publications specified, becomes a member of the Confidential Information Bureau. As such a member, and in consideration of the payment of twenty-five (\$25) dollars, strictly in advance, he is allowed the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the American Newspaper Directory with a circulation rating greater than 1,000 copies per issue.

Such confidential reports will be supplied to subscribers whenever called for.

Address subscriptions or other communications to

GEO. P. ROWELL & CO.,

Publishers of American Newspaper Directory and Printers' Ink,  
10 Spruce Street, New York.

# Hand-stamp Signatures Avoid Responsibility

**The Johnstown Daily Republican.**  
EVERY EVENING. **10c per copy.**  
**50c PER YEAR IN ADVANCE.**

**The American Fancier.**  
PUBLISHED WEEKLY.  
World-Wide Circulation, Devoted to Poultry, Pigeons & Pet Birds.  
**50c PER YEAR IN ADVANCE.**

**The Fulton County Republican.**  
EVERY EVENING.  
**50c PER YEAR IN ADVANCE.**

## A. E. Blunck Company, Printers and Publishers,

Johnstown, New York. September 28, 1897.

Geo. P. Howell & Co.,

New York City.

RECEIVED  
SEP. 29 1897  
Geo. P. HOWELL & CO.

Gentlemen:-

The key to your circulation rating received. We have lost the slip on which you gave the rating of our publication, but our recollection is that you have rated the American Fancier as J. E. L., which is estimated at less than 1000. It is difficult for us to conceive upon what you base your estimate. The writer, Mr. Blunck, purchased an interest in the American Fancier over a year ago, when it was removed from Meyburg here, and the lowest number of copies printed each week, exclusive of sample copies, has been 2300. The circulation of the Daily Republican has not been less than 1400 and the Weekly Republican is 900.

We would request that you leave out the circulation of our publications entirely from your unreliable newspaper directory, unless you can give us a correct rating. We could very much like to see someone commence an action against your concern for damages for the unfair, unjustifiable method you have of rating the circulation of newspapers, and would be willing to share part of the expense on such a test case.

Very truly yours,

A. E. BLUNCK COMPANY

This letter is reproduced because it illustrates a difficult problem with which the editor of the American Newspaper Directory frequently has to deal. The letter says the writer, Mr. Blunck, did so and so and that the lowest number of copies printed each week has been 2,300; also that the circulation of the daily "Republican" has not been less than 1,400 and that of the weekly "Republican" is 900. He wished any reference to his circulation to be omitted from the Directory "unless the rating can be correct" and he would cheerfully join in contributing towards conducting a law suit against the Directory for damages resulting from its unfair methods of rating the circulation of newspapers. It says that Mr. Blunck purchased the "American Fancier" over a year ago, and that the lowest number of copies printed of that publication has been 2,300. That statement is definite and the editor of the Directory would be glad to adopt it as true, but the trouble comes in the signature to the communication. It is simply a hand-stamp impression that may have been put on by anybody. If Mr. Blunck really did write the letter and somebody should prove to the editor of the Directory that it is full of lies, and the editor of the Directory should produce this letter for the purpose of exhibiting it to Mr. Blunck, asking him what he meant by such conduct, Mr. Blunck would at once, if he is a liar, say that he never wrote the letter at all, never saw it before. One other difficulty arises: It may be possible that Mr. Blunck never did see the letter. There is nothing about it that will enable any one to fasten its identity upon anybody. There is a third point about Mr. Blunck's communication that is very curious, viz.: The circulation of his papers in the Directory is rated in exact accordance with the statement set forth in his letter. The question, therefore, arises: What on earth is the man complaining about?

# THE LAST DAY!

## Plan of Publication of the December Edition of the American Newspaper Directory for 1897.

SEPTEMBER 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

OCTOBER 15. Revision commenced, beginning with Part I., Catalogue by States.

OCTOBER 30. Revision complete. Corrections not likely to be made after October 15.

The forms go to press on the following dates, and are closed three days earlier:

- NOVEMBER 1. To and including California.
- 2. To and including Idaho.
- 3. To and including Illinois.
- 4. To and including Iowa.
- 5. To and including Kentucky.
- 6. To and including Massachusetts.
- 8. To and including Minnesota.
- 9. To and including Nebraska.
- 10. To and including New York State.
- 12. To and including Ohio.
- 13. To and including Pennsylvania.
- 15. To and including Tennessee.
- 16. To and including Washington.
- 17. To and including Ontario.
- 18. Part II. (over 1,000 circulation). To and including Indiana.
- 19. Part II. To and including Ohio.
- 20. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.

NOVEMBER 22. Part III. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

NOVEMBER 24. All sheets delivered at the bindery.

DECEMBER 1. A copy of the Directory shipped to each subscriber.

Corrections can not be promised after October 15.

Advertisements will be taken till three days before the form for the particular portion is put to press.

Advertisements to go in the back of the book can be taken as late as November 20.

Address all communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,  
NO. 10 SPRUCE STREET, NEW YORK.

# December issue of the American Newspaper Directory

Corrections and advertisements intended for the December issue of the AMERICAN NEWSPAPER DIRECTORY must reach the DIRECTORY office on or before October 15th.

The DIRECTORY will be ready for delivery December 1st.

A publisher wishing to insert a statement in the *columns with and following the description of his paper*, may do so at the nominal price of 50 cents a line, which price, if the order amounts to as much as \$10, will include a copy of the DIRECTORY, to be delivered at his own office, all carriage expenses prepaid.

An example is here shown:

**EVENING EXPOSITOR;** every evening except Sunday, and **SEMI-WEEKLY**, Mondays and Thursdays; democratic; daily four pages 20x26, semi-weekly twelve pages 15x22; subscription—daily \$6, semi-weekly \$2.50; established—dally 1875, semi-weekly 1870; The Expositor Co., editors and publishers; circulation rating has varied from both daily and semi-weekly H in 1893 to daily K, semi-weekly L, in 1895. Actual average during 1896—**daily 2,881, semi-weekly 2,935.** Advertisement.—The EXPOSITOR is issued daily (except Sunday) and semi-weekly. Daily is delivered by carriers throughout the colonies surrounding Fresno, and the larger towns in Fresno and adjoining counties; has the largest circulation of any paper in the San Joaquin Valley and is the best advertising medium in Central California. Rates and sample copies sent on application.

Small portraits or pictures of newspaper buildings will be inserted as heretofore for \$10 a year, the price including copy of book delivered free. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. The cut must not exceed one inch in length or width, and is subject to the approval of the Editor of the DIRECTORY. An example is here shown:

**EVENING WISCONSIN;** every evening except Sunday, and **WISCONSIN**, Saturdays; republican; eight pages 18x24; subscription—**daily \$6, weekly \$1;** established 1847; The Evening Wisconsin Co., editors and publishers; circulation—**daily E, weekly E.** Has varied from daily D, weekly C, in 1892, to daily E, weekly E, in 1895. Actual average during 1896, **17,749.**



age of daily during 1896.

Display advertisements may also be inserted in the letter-press portion, on the same page with or opposite the description of the paper. One page, \$100; half-page, \$50; quarter-page, \$25. Display advertisements are accorded the best position remaining unsold at the moment the order is booked.

All orders are payable in cash when the book is delivered, but *five per cent may be deducted on orders amounting to ten dollars or more if cash is sent with the order.* Orders amounting to less than ten dollars must be paid for in advance.

A copy of the DIRECTORY will be sent free, carriage paid, to every advertiser whose order amounts to \$10 or more in the book. Address orders to

# DENVER

in October will have a great Carnival and Fair. Many thousand visitors will be there to mark the progress of this Western Metropolis and things will boom.

Get your card in the

# Street Cars

where all must see it.  
We control the advertising in all Denver cars.

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GEO. KISSAM & CO.,  
1515 Larimer Street,  
DENVER, COLO.

# If there is a Business Man in the United States

whose trade is as large and satisfactory as he wants it to be, we wish him joy, and that is about all we can do for *him*.

## But there are others— Lots of others—

who are not so contentedly situated, and to them we say, We know that we can serve you intelligently, faithfully, profitably, and we can best do it just now.

### Let us confer together

and see just what is needed and what can be done.

Thirty-two years of active and successful practice in the front rank of Newspaper Advertising is at your command without cost.

Those in search of very best service obtainable will do well to consult with us.

CORRESPONDENCE SOLICITED.

## The Geo. P. Rowell Advertising Co.

NEWSPAPER AND MAGAZINE ADVERTISING,

10 Spruce Street, New York.